

JOY^{IN} action

Team Captains in Action!

Welcome to Joy in Action 2022! We are so happy to have you as a Team Captain! The role of the Team Captain is a very important one. Thank you for taking the time to lead your team and take action against human trafficking in Canada on behalf of the Joy Smith Foundation.

For decades, our Founder, former MP Joy Smith, has been a passionate advocate against human trafficking. Today, the Joy Smith Foundation continues to work tirelessly to raise awareness and most importantly, rescue and support survivors as they rebuild their lives.

As Captain of your team, your goal is to raise awareness about human trafficking in Canada and fundraise with the help of your team members. The programs created by the Joy Smith Foundation, provide education about human trafficking, intervention, and prevention, and this is where the funds you raise will go.

Our goal is to raise \$125,000 this year and advocate Canada-wide on behalf of every girl, boy, and woman who has been trafficked or is at risk of becoming a victim.

This *Team Captain in Action* package is here to help guide you through recruiting team members, managing your team, raising funds, and spreading the word about Joy in Action 2021. We hope these tips are helpful to you. Please reach out to alexandra@joysmithfoundation.com, or call (204) 691-2455, or Toll-Free: 1 (855) 614-2532, if you have any questions.

Let's take action together and move toward a Canada that will one day be free of human trafficking. Thank you for joining Joy in Action 2022. Let's get started!

"I had a wonderful time participating in the fundraising event for the Joy Smith Foundation! I wanted to be a part of their team to help combat human trafficking. It made me feel so good to know I was making a difference in the lives of survivors!"

Tressa Lemky



Where Do I Start? Register as a Team Captain!

- ★ [Register](#) online on the Joy in Action 2022 event page.
- ★ Pick a name for your team and set a fundraising goal!
- ★ Choose an activity to participate in. You have the option to:
 - Runner 5k, 10k
 - Walker 5k, 10k
 - Cyclist 10k, 25k, 50k
 - Activity of choice participant – get creative and do some yoga, throw a party, or do whatever moves you in support of the Joy Smith Foundation!
- ★ Fill out the rest of the registration questions including your personal information. You can also order a Joy in Action 2022 apparel this year!

Joy in Action 2022 will be virtual, and there are a variety of options to choose from to participate. As Team Captain, we suggest you talk with your team about which activities stand out to everyone. Everyone may not want to do the same activity, and that's okay! You can still be a team, advocating and fundraising together, even if teammates participate in different activities and from different locations.

Set Up Your Team's Personal Page for Joy in Action 2022 in your Participant Centre

What is the Participant Centre? Your personal Participant Centre for Joy in Action is setup for you as soon as you register. Think of it as the place you go to manage anything you're doing for Joy in Action 2022. Here you can send out emails for Joy in Action, thank your donors, adjust your fundraising goal, and enter offline (cash and cheque) donations. **Note: You will set up your username and password for your Participant Centre in the registration steps when you sign up for Joy in Action 2022.**

As a Team Captain, make it a goal to set up your personal page in your Participant Centre right away! It's quick, simple, and a great tool to use to keep track of email communications, how much money your team has raised, who has donated to your team, and any offline donations you've collected in support of Joy in Action.

Let's walk through the steps to set up your personal page:

1. Login to your account for Joy in Action 2022 that you set up when you registered.
2. Click on Participant Centre.
3. Click on **Set up your Personal Page**.
4. Here you can edit the content on your page to display whatever message you would like about Joy in Action 2022. Please note: There will be a default message already displayed on your personal page that we have provided for you. Feel free to borrow or add to this message or delete and write a new message of your own.

Remember: we are fundraising until one month after the last day of Joy in Action 2022! September 21, 2022 is the last day to fundraise!

What should you do next? Once your personal page is active, you can choose from a variety of options in your Participant Centre:

- Solicit friends and family members to donate
- View friends and family that have donated to your team
- Update your personal message
- Adjust your fundraising goal
- Enter offline donations (cash and cheque) your team has received in support of Joy in Action 2022

How do I Reach Out to Ask People to Participate or Donate?

Email

If you know someone you would like to invite to join your team, make sure you create a Team Captain email, and send it to them. Take some inspiration from our Team Member Outreach email template or our Fundraising/Donation email template to get you started on your email and show others this is a cause you believe in and is worth supporting.

**Templates are included at the end of this package as well as in your Participant Centre and on the Joy in Action website under Fundraising Tools!*

In-person appeal

Sometimes it takes being in front of someone to really show your passion. Talk to people about human trafficking and how it's happening right here in Canada. Let them know why you are supporting Joy in Action 2022 and why it's so important to get people Canada-wide participating, donating and informed about human trafficking.

Phone Call

Pick up the phone and have a heart-to-heart with someone you would like to join your team or donate to your team. This is a great way to get more people involved. You might find it helpful to keep a list of key points about Joy in Action 2022 in front of you to reference during your call. We have some phone call notes for you to keep in mind about Joy in Action 2022 during your conversation with potential team members or donors.

**Phone notes are included at the end of this package and on the Joy in Action website under Fundraising Tools!*

Poster/Flyer

This can be a great tool to use while speaking to people about Joy in Action 2022. After you've talked to someone about participating or donating, hand them this flyer. It's a resource they can come back to later if they have any questions.

**Phone notes are included at the end of this package and on the Joy in Action website under Fundraising Tools!*

Where to post a poster?

Do you have a local community centre or grocery store? Post it on their community billboards or anywhere else you can think of! Leave a stack of them at your church or exercise class. Be sure to ask first, some organizations throw away unapproved signage.

Advocate!

Advocating against human trafficking in Canada and raising awareness about the Joy Smith Foundation and Joy in Action 2022 is so important as a team captain. The more people we can get involved to take action, the better!

Here are some great ways you can let people know what Joy in Action 2022 is, why you are participating this year, and appeal for donations.

Team and Donor Recruitment Ideas

Anyone you feel comfortable about reaching out to can be a team member. A good place to start is to begin a list. Come back to it whenever a new person comes to mind. The first step is to simply ask, and it's wonderful to see how many people are willing to open their hearts to a great cause. The goal is to fundraise, have fun and advocate against human trafficking in Canada. People of all ages and interests can come together and make a big difference.

Close Reach

Sometimes it is easiest to build a solid base for your team with people that you are close to or spend a lot of time with. Family is a great place to begin. This could include your partner, kids, brothers, sisters, moms, dads, uncles, aunts, cousins, your whole family! Friends, neighbors, and coworkers fall into this category as well!

Medium Reach - Think outside the box!

Do you attend any classes? Are you a part of a community? You could ask people in your church/your pastor, exercise class, people you know through your local community centre, classmates, mommy/daddy and me classes, your card pals, the sports team you're on, parent or school groups, your local golf course, your local fire hall, and/or local police precinct.

Do you regularly support local businesses? Ask the family-owned food market down the street, bakery, florist, coffee shop, or family restaurant if they will join your team or post information about the event.

Far Reach

A big way many people are staying in touch and up to date with each other is through social media. Team members don't have to live in the same town, city, or even province! Ask the people you connect with on social media, to join your team, participate or donate!

Maybe you know someone that you think would make a great team captain to form their own team for Joy in Action 2022. Someone like you, who can be a strong leader to their teammates, strive toward the same goal to advocate and fundraise against human trafficking in Canada.

How Do I Handle Donations Made to My Team?

The first step in fundraising is to simply ask. You would be surprised at how many people are willing to support a good cause. You won't know until you try!

Online donations are the fastest and easiest way to donate

Once someone has agreed to give money to your team, there are a variety of ways to collect their donation. Let's go over them!

Online Debit/Credit Card: Simple, quick, direct. This is an easy and effective way to take donations for your team. Send donors a direct link to your personal page, or they can easily search your name or team name on the Joy in Action 2022 website under *Search Participants*.

Pre-Addressed and Stamped Joy in Action Envelopes Will be Provided to Team Captains

We will send you **addressed, pre-stamped envelopes** so you can efficiently send us your hard-earned fundraising efforts at the end of every month leading to Joy in Action 2022!

This will help us track cheque and cash donations, to keep us up to date and verify fund-raised amounts, as well as promptly send tax receipts to anyone who has donated over \$20 by cheque or cash. Please plan to mail in any cheque or cash donations you have received for Joy in Action 2022 at the end of each month.

**You will need to log your cash and cheque donations in your Participant Centre to count towards your fundraising goal.*

Are you a team captain living in Winnipeg, MB? Feel free to drop off your monthly envelope with your donation chart and any cash/cheque donations received at our office located at 1800-201 Portage Avenue!

Remember: Fundraising for Joy In Action 2022 will continue **until September 21, 2022**. The last day to submit your donation chart and any outstanding cash/cheques is **September 29, 2022**. Thank you!

Logging offline donations & your JIA 2022 Donation Chart

Why is it so important to log your offline (cash and cheque) donations?

It will help you and us stay organized and *is the only way to have them count towards your fundraising goal on your personal page!* Simply log into your Joy in Action participant centre, scroll down until you see a box on the left side of the page that says **Personal Donations**. Click the blue **Add** button. Here, enter the donors name, email, donation amount, and payment type. It's that simple! The Joy in Action 2022 Donation Chart is an additional resource that is important to use because here you can record the donors mailing address along with the rest of their information on paper. **Remember, we need the donors mailing address to issue them a receipt!**

**The Donation Chart is included at the end of this package and on the Joy in Action website under Fundraising Tools!*

Accepting cheques: Donors may feel more comfortable providing a cheque to contribute to your team. It's important to let them know how to fill out their cheque.

- Make cheques out to: **The Joy Smith Foundation Inc.**
- In the memo line on the cheque, put Joy in Action 2021 with the name of your team.
For example, Joy in Action 2022 – Team Jump for Joy
- Log your cheque donations in your **participant centre under the Personal Donations section**. Fill in the donors name/address/email and the donation amount written on their cheque. Use your donation chart to write down the donors information as an extra resource!
- After you've logged your collection of offline donations, put the cash/cheque donations into one of the envelopes we've provided to be mailed to the Joy Smith Foundation office at the end of each month.

Accepting cash: If a donor would like to give you cash, the handling process is similar to that of a cheque donation.

- Pull out your **Joy in Action 2022 Donation Chart** and put down the donor's name/address/email and the amount of cash donated. This is how you will keep track of your cash donations.
- It is not advised to send cash in the mail, however, you can get a money order or cashiers cheque for your cash donations.
- Log your cheque donations in your **participant centre under the Personal Donations section**. Fill in the donors name/address/email and the donation amount written on their cheque. Use your donation chart to write down the donors information and their mailing address!
- After you've logged your collection of offline donations, put the cash/cheque donations into one of the envelopes we've provided to be mailed to the Joy Smith Foundation office at the end of each month.

Tax Receipts

Did you know that all donations of \$20 or more, receive a tax receipt from the Joy Smith Foundation? Remember to make sure you have the donors mailing address, so we can send them a receipt!

Social Media

Be a part of the Joy in Action 2022 online community! Social media is a great platform to share about Joy in Action and expand your team recruitment and donor search. Do you have a friend, loved one, or acquaintance on social media that you think would be perfect as a teammate, team captain or donor? Post about Joy in Action 2022 - what it is, why you are involved, and why spreading awareness about Human Trafficking in Canada is so important. Ask people to donate.

Please make your messages your own. Wondering what to post? Below are some examples to help with your posts on your social media accounts

Instagram

Post, like and share about Joy in Action 2022 on your Instagram account and use **#JoyInAction2022** and **@joysmithfoundation**.

Suggested wording:

This August, I will be supporting #JoyInAction2022 to help combat human trafficking in Canada. Will you join or support me?

Facebook

Post, like or share about Joy In Action 2022 on Facebook.

Joy in Action 2022 will have its own private **Facebook group** where anyone registered will be able to join. In this group, you will have access to support from the Joy in Action team and connect with other Team Captains and participants across Canada. Connecting with others who believe in supporting this great cause could help increase your motivation to get people involved, advocate and fundraise. **Please note:** to join the group, people will need to have registered for the event on the Joy in Action 2022 website, know their team name, and verify the email address they used to register for the event.

Suggested wording:

This August, I will be supporting Joy in Action 2022 to help combat human trafficking in Canada. Will you join or support me?

Twitter

Tweet and retweet about Joy in Action 2022 using **#JoyInAction2022** and/or **#endmodernslavery** on Twitter! Ask for donations and advocate to end human trafficking in Canada.

Suggested wording:

This August, I will be supporting #JoyinAction2022 to help combat #humantrafficking in Canada. Will you join/support me? Retweet to share the word and check out www.joysmithfoundation.com for more information.

Thank you!

Team Captain, thank you for sharing your valuable time and energy to support Joy in Action 2022. We are so thankful to you for registering and making the decision to lead others to advocate and fundraise to move toward ending human trafficking in Canada.

We know, when people come together, and work toward the same goal, that's when change happens. We need to change the reality for women, girls, and boys being trafficked in our country. Your effort helps this change happen. Through education, prevention and intervention, we can end human trafficking in Canada. Survivors can heal. Families can be reunited. Justice can be served.

Together, we will educate more people about human trafficking and inevitably save more lives. It takes a special person to selflessly give for the good of others and we thank you from the bottom of our hearts for it.

Sincerely,

The Joy Smith Foundation Team

JOY SMITH
FOUNDATION

JOY IN **action**

**VIRTUAL
RUN, WALK
& BIKE**

in support of the
Joy Smith Foundation

AUGUST 13TH - 21ST 2022
FREE ENTRY

joysmithfoundation.com

All funds raised will go to the Joy Smith Foundation's Prevention and Intervention programs to end human trafficking in Canada.



Team Member Outreach - Email Template

Subject line: Hi! Will you help me to support an important cause?

Hello [enter name here](#),

I wanted to reach out to you about a virtual event I am participating in as a Team Captain this August! It's called *Joy In Action* and it will raise funds for and create awareness about a subject very close to my heart – ending human trafficking here in Canada.

During the week of August 13 – 21, 2022, I will be [enter your activity here](#), in support of Joy In Action. Registration is free, and you can choose to do the same activity or pick from any of the other options on the registration page. It's up to you! We can still be a team, advocating and fundraising together even if teammates are participating in different activities, virtually. We will be taking donations until September 21 and having fun together to support a great cause! All the money raised goes directly to supporting the Joy Smith Foundation's Prevention and Intervention programs.

As Captain of my team [enter team name here](#), I am advocating against human trafficking with the goal to raise money to help support education programs so people across Canada can learn what human trafficking is, how to recognize the signs and avoid being lured into the sex trade and what we can do to put a stop to it.

You came to mind when I thought about who a great teammate would be and I would like to ask you to join my team!

I'm hoping we can make a difference together. Here is a link to the Joy In Action 2022 registration page: [put link here](#).

It would make a big difference having you on my team and I hope to hear back from you soon. Thank you!

Have a great day!

[Your name](#)



Fundraising – Donation Email Template

Subject line: Hi! Can you help me to support an important cause?

Hello [enter name here](#),

I wanted to reach out to you about a virtual event I am participating in as Team Captain this August! It's called **Joy In Action** and it will raise funds and awareness for a subject very close to my heart – ending human trafficking here in Canada.

As Captain of my team, [enter team name here](#), I am advocating against human trafficking with the goal to raise funds as well as educate as many people as possible across Canada about what human trafficking is and what we can do to put a stop to it.

During the week of August 13 – 21, 2022, my team and I will be [enter your activity here](#), in support of Joy In Action and will be taking donations until September 22! Can I ask you to contribute [enter a dollar amount](#) to my team? All the money raised will go directly to supporting the Joy Smith Foundation's Prevention and Intervention programs.

Here is a link to my team's fundraising page for Joy In Action 2022 [put link here and remember to double-check that it works before you send it ☺](#)

I would really appreciate your help and I hope to hear back from you soon. Thank you.

Have a great day!

[Your name](#)



Phone Notes for Joy in Action 2022

When you call someone to inform them about Joy in Action 2022 and to see if they are interested in donating or joining your team, here are some notes you can reference back to. Having some key points in front of you during your conversation can help to keep you on track and prevent any important information from being missed.

We hope this helps!

- Joy in Action 2022 is a virtual event supporting the Joy Smith Foundation with the goal to raise funds and awareness about human trafficking happening across Canada.
- Registration for Joy in Action 2022 is **FREE** with the goal to get as many people involved across Canada as possible and raise funds for this important cause.
- The activity week for Joy in Action will take place from **August 13 – 21**. To participate, people will choose to **walk, run, cycle**, or do an **activity of your choosing**.
- Fundraising and team recruitment for Joy in Action begins right now and continues until one month after the last day of Joy in Action, on **September 21**.
- Our goal is to raise \$125,000 and all the money raised goes directly to supporting the Joy Smith Foundation's Prevention, and Intervention programs.
- You can register and donate at:

http://joy.convio.net/site/TR?fr_id=1060&pg=entry



Would you like to make a difference in the lives of Canada's most vulnerable?

Join a community of people supporting the Joy Smith Foundation to help put a stop to human trafficking in Canada by registering or supporting ***Joy in Action 2022***.

From August 13-21, 2021 - participants from across Canada will walk, run, cycle or do an activity of choice! All money raised will support the Joy Smith Foundation's Prevention, and Intervention programs.

Get involved - Advocate, fundraise, donate, participate, and have fun all for a great cause!

Learn more and register at: http://joy.convio.net/site/TR?fr_id=1060&pg=entry

Post, like and share on social media using: #JoyInAction2022



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