



STOP TRAFFIC WALK

SHINE A LIGHT TO DARKNESS

Your guide to hosting a walk in your city!



STOP TRAFFIC WALK

The Stop Traffic Walk is a day to get together to raise funds and awareness for the nation's largest human trafficking rescue and rehabilitation operation, Where Hope Lives. The funds you raise through Stop Traffic Walks in your city will help rescue trafficked individuals and give them the skills necessary to build a strong and vibrant life.

The Stop Traffic Walk was created as a way to help communities become champions in the fight against human trafficking.



WHERE HOPE LIVES

Home to the largest human trafficking rescue and recovery in North America, Where Hope Lives supports the Phoenix Dream Center, Streetlight USA, and Short Creek Dream Center. Where Hope Lives is currently rescuing approximately 250 people each year with a 94% success rate for survivors who complete the program!

Each person rescued receives complete onsite trauma-informed education, career training, and a job placement program. The program also focuses on full-body healing that addresses survivor needs and provides personal behavioral health care and healing services.



WHERE TO BEGIN

Below are the first steps to hosting a walk in your city:

1 / SET DATE AND LOCATION

Select the date and location that works best, considering budget, crowd size, and logistics. We recommend allowing yourself a minimum of 6-8 months of planning time.

2 / SIGN WALK AGREEMENT

The MOU (Memorandum of Understanding) is an agreement, not a contract. This will be sent to you by our Project Manager thru Docusign.

3 / CREATE REGISTRATION SITE

You will be given access to One Cause to create your walk's site and we will assist along the way.

4 / REVIEW WALK IN A BOX

Contains everything you need for your walk.

5 / CREATE YOUR TEAMS

It takes a team! You will want to build Committee and volunteer teams.

6 / PROMOTE AND FUNDRAISE

Contact organizations, non-profits, companies, and churches

WHAT'S NEXT

Once you have completed the first three steps, you are ready to start promoting!

In this guide, you will find a detailed description of what to find in the Walk in a Box, interactive links connecting to specific documents, team roles and responsibilities as well as how to promote and fundraise for your walk!

WHO TO CONTACT

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Director

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WALK IN A BOX

YOUR WALK'S ESSENTIAL ITEMS

Here is access to the Walk in a Box:

1. Welcome and Facts

- a. Copy of this How to Guide
- b. Facts about Human Trafficking
- c. Detailed committee and chair description
- d. General overview and proposed timeline

2. Marketing

- a. Letterhead and Email Header
- b. Logos
- c. Photos
- d. Sample Flyers
- e. Sample Run of Shows
- f. Social Media Content
- g. Videos
- h. Zoom Backgrounds

3. Fundraising

- a. Individual
- b. Sponsorships
- c. Teams

4. Communication

- a. Sample email communications leading up to walk

CREATING YOUR COMMITTEE TEAMS

YOU CAN'T DO THIS ALONE! YOU WILL NEED A TEAM OF GO-GETTERS AND WANT TO RECRUIT SPECIFIC VOLUNTEERS TO LEAD CERTAIN AREAS.

THE LEADS ARE THE MAIN CONTACTS TO THE CHAIRPERSON AND DIRECTOR OF THE WALK. EACH LEAD BUILDS THEIR TEAM TO SUPPORT THE EVENT IN THEIR DESIGNATED AREA. HERE ARE SAMPLES OF SOME OF COMMITTEE LEADS:

- **Logistics Lead** will work with your city officials and event staff to coordinate logistics of the Walk-Day events including the activities and walk route.
- **Technology Lead** will coordinate the peer-to-peer fundraising site, Walk website, and event-day technical needs.
- **Marketing Lead** will coordinate and lead all marketing efforts, in conjunction with the marketing team. This includes media packets, public relations, social media, and other Walk marketing efforts.
- **Volunteer Lead** will coordinate the volunteers throughout the campaign as well as event-day volunteer teams.



PROMOTE AND FUNDRAISE

CORPORATE SPONSORSHIP

Offering sponsorship levels increases involvement by providing opportunity at the level they choose.

TEAM INCENTIVES

Teams are one of the most successful ways to promote and fundraise! Offer team incentives for a healthy competition.

VENDORS

Offer a place for local vendors to promote their business while contributing toward the cause.

SOCIAL MEDIA, MARKETING

- Social media engagement
- Develop a Marketing plan

**PROMOTE COMMUNITY INVOLVEMENT,
RAISE AWARENESS AND INVITE OTHERS TO
JOIN THE FIGHT!**

- Social Media Campaign
- Marketing plan to include website, email, and media advertisements.
- There are templates to use for your event in the Walk in the Box.



MEET THE TEAM



JEFF MAY

Director



KRISTIE BARNETT SEXTON

National Chair



ELISIA VALLEJO

Project Manager



JOANNA SHIPE

National Team

EVENT TIMELINE

HERE IS A BASIC TIMELINE TO REFERENCE AS YOU PREPARE FOR YOUR WALK:

6 months out

- Hold first committee meeting with event and Chairperson (co-chairs).
- Secure venue.
- Secure sponsorships and develop a sponsorship strategy.
- Announce event to core audience.

5 months out

- Soft launch.
- Focus on securing venue, sponsorships, and gaining interest.

4 months out

- Launch campaign by getting online registration set up.
- Focus on sponsorships, setting up friends and family/corporate teams
- Secure company to print signs, t-shirts, and any additional items. Confirm deadline to submit.

2 months out

- Increase marketing to community and internal.
- Secure food and vendors for event.

1 month out

- Finalize venue logistic details.
- Heavy marketing to community and participants.
- Submit print order for signs, t-shirts, and any additional items needed.

2 weeks out

- Confirm delivery of printed items, number of volunteers, and inventory of existing items.

1 week out

- Finalize logistics.
- Communicate schedule to committee team, volunteers, and event vendors.
- Countdown marketing campaign (5 more days, 4 more days.....)



THANK YOU

**TOGETHER, WE CAN AND
WILL WIN THIS FIGHT!**

Contact us at: info@wherehopelives.org