LOVE-A-THON
FOR JUSTICE
PARTICIPANT TOOLKIT
help us build a future without police violence!
give.classy.org/loveathon
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Why should I get involved?

With support and efforts of people like you, we were able to win the first Reparations Ordinance for survivors of police violence and torture in the country! We aren’t just a symbolic victory for survivors of police violence everywhere; we are a gathering place for the movement to end police violence in all of its forms. YOU can support and build this powerful first-of-its-kind Center dedicated to end police violence & creating the systems we need to build safety and community! You are a part of this movement!

At the Chicago Torture Justice Center, we work to heal, dismantle and create new systems. We are the first and currently only center dedicated to domestic torture in the United States. We uplift survivors, provide access to politicized healing and organize against police violence.

What is the Love-a-thon for Justice?

With YOU, we are building the world that we need. We’re taking it into our community's hands! The Love-a-thon for Justice is our first ever peer-to-peer fundraising campaign. Gather your family and friends to creatively fundraise as teams and individuals. Share the Love-a-thon with your social networks, and your neighbors! Learn more using this handy participant toolkit!

Check out the Love-a-thon here!
https://give.classy.org/loveathon
Email and Social Media Templates

Dear _____,

This holiday season we remember our loved ones and gather with family and community to celebrate each other. We give gifts, sing songs and gather in gratitude and thanks. For some, this time of the year can be a hard time, especially when remembering loved ones who have passed or are incarcerated.

During this season of remembering, gathering, reflection and celebration, this is the perfect time to give to become an ambassador of this country’s first and currently only, center dedicated to survivors of domestic torture. The Chicago Torture Justice Center is the first-of-its-kind which was born out of the historic reperations ordinance for survivors of police torture and is throwing a Love-a-thon for Justice!

The City of Chicago signed the Reparations Ordinance but has not agreed to fully fund our Center next year. YOU can help us reach our goal!

You can become a historic champion of this groundbreaking work building a survivor-led movement to end police violence!

Joining the Love-athon is easy and fun! You can donate yourself! You can form a team or work as an individual and fundraise creatively to reach your goal! You can make custom page here: https://give.classy.org/loveathon.

If you have any questions about the Love-a-thon, please email info@chicagotorturejustice.org.

Thank you for your incredible support!
Facebook and Instagram Posts

I donated to the Love-a-thon for Justice to support the survivor-led work of the Chicago Torture Justice Center! You can become an ambassador! Help support survivors’ work for a future without police violence by joining the Love-a-thon!

https://give.classy.org/loveathon

Twitter Posts

I’m participating in the @chitorture Love-a-thon for Justice! You are needed to build a build a future without police violence & support survivors! Become a part of the 1st & only Center of it’s kind as we build safe & just community!

https://give.classy.org/loveathon

Social Media Graphics

Download these images to share across social media platforms!
$25 - Covers the cost of mailing five copies of our wellness zine to incarcerated survivors.

$50 - Covers coffee and donuts for our monthly RISE community meetings.

$100 - Covers the cost of one group session in the community.

$200 - Covers the speakers fee for a member of the Center's Speakers Bureau.

$500 - Covers costs to mail & buy books to incarcerated survivors for our Breaking Down Walls book club.

$1,000 - Covers one month of rent, telephone & internet services for the Center.

$5,000 - Covers the annual cost of mailing our monthly newsletter to incarcerated survivors.

$50,000 - Covers an organizer salary to free remaining incarcerated survivors.
Fundraising Platform Tutorial

How to Create a Fundraising Team

First, follow this link to our main Love-a-thon page, hosted on the Classy.org platform! https://give.classy.org/loveathon

There are two ways to create a team. First, you can click on the green button that says “BECOME A FUNDRAISER.”

The second way to create a team is to scroll down the landing page, until you see the following options:
Here, you will choose the option “Stronger Together,” with a fundraising goal of $500 dollars, and click the “Fundraise” button there!

Then, you will be presented with the following options: Fundraise as an individual, join a team, and create a team.

Choose “Create a team” and then you will be able to make a custom team fundraising page.
Then, you’ll be asked to Create an account.
You can link your account to your Facebook, or put your email address and a new password into the form.

Once you create an account, you will see your team fundraising page. Then, you have to join your newly created team. Click the button “Join Team,” as seen below:
Once you choose “Join Team,” you will be asked to create a custom individual fundraising page.

Feel free to add a custom fundraising goal, the fundraising date of **12/14/19** (our holiday party!), and a custom headline. Or, you can use our headline:

“I'm fighting for a future without police violence!”

After you create an individual page, you can then edit your individual page. Upload a profile picture to personalize your page! Pages with profile pictures are more likely to receive donations - everybody likes a personal touch! Here’s what your default page will look like:
After editing your individual page, you can **edit your team page**! Come up with a fun team name, upload a profile picture, and explain why you’re gathering in support of survivors in your team description. Here’s what your default team page will look like:

![Team Page Example](image)

You can edit your team overview and your team story by clicking the “Manage” button below.
Once your page is customized, you can then **invite team members to join your team page**! When you figure out who you want on your team, you can encourage them to make their own pages by sending a link to join.

On your team page, **click the “Manage” button again**. Then, click the “Emails” tab, and then select the “Recruit new teammates” button.

Then, **select the “Copy Message” button to copy your email template from the Classy website**. You can then paste this into an email to friends, family, comrades, and coworkers you want to organize a team with! Here’s a template to follow for your email:

“You should join our team, [Team Name]!

I’m fundraising with the Chicago Torture Justice Center, a first-of-its-kind organization that aims to uplift survivors of police violence, provide access
to politicized healing, and organize against policing! The Love-a-thon for Justice is a peer-to-peer fundraising campaign to help this critical organization resource their work, and continue building their survivor-led movement. I'm participating because CTJC is important to me, my community, and all people who are impacted by police violence. Join my team, and let's do this together! https://give.classy.org/loveathon”

Once your team is set up, you can start sharing your team fundraising link out to your networks, and start planning creative fundraising activities!

Thank you for participating in the Love-a-thon for Justice and being an important part of our work!