



FAQs for FreedomMaker Media Outreach

1. Can IJM help promote my FreedomMaker event in the media?

We've created a toolkit full of ideas and templates to help you spread the word. Though the IJM won't be able to directly promote your FreedomMaker campaign, you will have everything you need to become a public relations guru for your event!

2. How do I use the FreedomMaker toolkit to get press?

We included a press release template and a guide on how to promote your FreedomMaker event. Add your details to the template and send your completed draft to media@ijm.org for approval. Approved FreedomMaker press releases will be delivered back to you within three or four business days.

3. How can I promote my Freedom Maker event?

See "Promoting Your FreedomMaker Campaign" in your FreedomMaker toolkit.

4. If someone from the local media wants to interview me, what should I make sure to say?

Share what you inspired you to start your FreedomMaker campaign and why raising these funds for IJM is meaningful to you or your group. Briefly tell them about IJM and our work around the world but don't feel pressured to speak about anything beyond your own FreedomMaker campaign and passion for the cause!

5. What can I say about IJM to the media?

When engaging with media, you should first share that you are raising funds through your FreedomMaker campaign to support IJM. You can also explain that you are a passionate supporter for IJM but not a representative or spokesperson. That way the pressure is off,

and you can focus on sharing your personal story and why you've committed to helping IJM end slavery!

Feel free to share basic information on IJM's mission that appears on our website, IJM.org, or mention the information below:

FreedomMaker campaigns help to support IJM's work in Africa, Asia and Latin America, as IJM works to:

- Rescue people out of slavery, sex trafficking and other forms of violent injustice
- Help survivors heal through aftercare and counseling
- Hold criminals accountable in local courts, under local laws, and
- Help communities fix the problem for good—so that no one else becomes a victim

6. If local media wants to interview someone at IJM, where should I direct them?

We ask that you direct all media requests for interviews with IJM or more in-depth information on IJM to media@ijm.org.

7. How can I share press articles that cover my FreedomMaker campaign with IJM?

Please send all press coverage on your FreedomMaker campaign to media@ijm.org. You might see your campaign's great press coverage highlighted on IJM's Twitter, Facebook or maybe even our website. Your success can inspire other FreedomMakers and their supporters!

Thank you for spreading awareness about injustice—and for helping IJM bring rescue to thousands of people around the world!