

# ✕ HOW TO BE A ✕ *Pong Legend*



ping-pong-a-thon



# **\*PARTICIPANT\*** *Fundraising* *Guide*

**WE'RE SO THANKFUL THAT  
YOU'VE JOINED TEAM PONG!**

**We're going to bring hope and justice  
to exploited youth in Southeast Asia –  
together we'll fight for their freedom!**

This Participant Fundraising Guide will  
equip you with all the info and tips  
you need to know to be prepared  
for the big day.



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# \*WHY WE\*

# Pong

BEFORE YOU START FUNDRAISING, LET'S LEARN ABOUT SOME OF THE ISSUES OF MODERN DAY SLAVERY, HUMAN TRAFFICKING AND EXPLOITATION, AND WHY THE PONG EXISTS.

While The Pong has a fundraising focus, we also want to spotlight **advocacy** and **awareness**. Knowing more about these issues enables you to help your friends and family learn why it's important to help support your fundraising campaign.



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WE LIVE IN THE MOST TECHNOLOGICALLY ADVANCED ERA THE WORLD HAS EVER KNOWN. AND YET, THERE ARE 40.3 million SLAVES IN THE WORLD TODAY, MORE THAN AT ANY OTHER TIME IN HISTORY.\*

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Despite the best efforts of abolitionists across the centuries, the buying and selling of human beings for profit is booming. It's typically the poor who are targeted. Yet, anyone in the wrong circumstances is vulnerable to being trafficked or exploited.

*Just in Australia and the USA alone, it is estimated that there are 418,000 people living in slavery.*

People can be exploited or trafficked for many purposes, including:

- Forced or bonded labor
- Commercial sexual exploitation (including online sexual exploitation)
- Domestic slavery
- Forced marriage
- Child labor

IT'S UP TO US TO Fight for their Freedom.

\*Global Slavery Index, 2018

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**WITH TWO-THIRDS OF THE WORLD'S SLAVES LIVING IN THE ASIA PACIFIC REGION, THE PONG IS STRATEGICALLY PARTNERING WITH SEVERAL INCREDIBLE PARTNER ORGANISATIONS THAT ARE COMBATING SLAVERY IN THAILAND, CAMBODIA, THE PHILIPPINES, AND INDIA.**

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Working with some of the world's most vulnerable and forgotten children, teenagers, and young adults, Pong Partners tackle human trafficking and prevention in three key areas:



#### **PREVENTION**

Educational scholarships, mentoring, and income generating projects help young people, families, and whole communities who are vulnerable to exploitation become resilient.



#### **SYSTEMIC CHANGE**

Partners provide strategic support and training to government agencies and legal systems to ensure that exploited children are rescued, communities are educated, and traffickers are prosecuted and convicted.



#### **NEW FUTURES**

Exploited young people are identified, cared for holistically through counselling and rehabilitation services, and are provided with access to a bright future through vocational training or further education.

While the majority of The Pong's Partners are focused on combating sexual exploitation, we introduced our first labor exploitation project in partnership with IJM Australia in 2017.

You can find out more about The Pong's Partners and the specific projects your fundraising efforts support at [pingpongathon.com](https://pingpongathon.com).

*Thank you for all you are doing to make a new future possible for the girls you support who are in our care."*

**Bonita Thompson**

*Founder, Home of New Beginnings*



# 9 STEPS TO × REACH YOUR × Fundraising Goal

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**WE KNOW IT CAN FEEL OVERWHELMING TO FIGURE OUT WHERE TO START WHEN IT COMES TO FUNDRAISING.**

Don't worry, we've got you covered with this **9 Step Guide** on how fundraising goals can be achievable and fun ... so let's get started!

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## 1. GIVE IT YOUR BEST

It's your level of effort that really matters! **Don't compare yourself to others.** Simply put your heart into this 110% and the fundraising will take care of itself as people see your passion to make a difference.

## 2. YOUR FUNDRAISING PAGE IS YOUR SECRET WEAPON

Personalise your fundraising page and upload your photo. Spotlight why you've joined The Pong movement, and why the cause is important to you. **Make sure you share the link to your page anytime you post on social media, send an email, or send a text message.**

## 3. DON'T SET YOUR TARGET TOO LOW

Set a target that is challenging but achievable. You'd be surprised how generous your community can be when it comes to reaching your target. When you hit your goal consider increasing it on your fundraising page, and don't be afraid to keep going!

## 4. DON'T BE SHY

You're asking people to support you to enable people who are slaves in our world to find **FREEDOM!** It's an amazing cause, so be bold in asking people to support your efforts.





## 5. ASK YOUR CLOSE FAMILY AND FRIENDS FIRST

Invite your closest friends and family, or those who you think will be generous in their support of you to donate first. **People often match the amounts that have already been donated.**

## 6. USE DIFFERENT METHODS

**Be bold in asking people for support face-to-face, via email, and on social media over the course of a few weeks.**

Sometimes people need to be asked more than once or in a couple of different ways before they respond. Some participants even give an incentive to their supporters, e.g. *"if I reach my goal I will..."*.

## 7. CONTACT EVERYONE WHO MIGHT SUPPORT YOU

Sometimes it's the most unexpected people who become your most generous supporters. Invite your closest family and friends **but don't leave out those who you might not have contact with in a while or who may live far away.**

## 8. INVITE A FRIEND

Invite a friend, family member, school mate, work colleague, or sporting team member to register to play at your local Pong venue with you. **Every time someone joins Team Pong because of your invitation you are likely to double your impact!**

## 9. KEEP FUNDRAISING AFTER YOUR EVENT

People are busy and forgetful. Sometimes your sponsorship request ends up at the bottom of their inbox. **Keep fundraising the week after your event.**

Update your fundraising page, email your contacts, and post on your social media platforms. Let people know what you have achieved, thank everyone who supported you, and let people know that they have one last opportunity to donate.

**We are here to help you every step of the way. If you have any questions or need help in your fundraising efforts, don't hesitate to reach out to us at [admin@pingpongathon.com](mailto:admin@pingpongathon.com).**







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## ONE OF THE QUICKEST AND EASIEST WAYS TO RAISE AWARENESS AND SUPPORT IS THROUGH YOUR SOCIAL MEDIA CHANNELS.

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Using your platforms to bring awareness to your Ping Pong-A-Thon campaign is a crucial part of fundraising. We've seen this work time and time again in past events. If you don't know where to start we've got you covered! Check out our sample messages and photos below to help you get started.

### SAMPLE MESSAGES TO SHARE WITH YOUR NETWORK:

#### FACEBOOK/EMAIL

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I'm playing in a Ping Pong-A-Thon because there are 40.3 million people who are slaves in our world.

I'm aiming to raise \$\_\_\_\_ (*insert your fundraising target here*) to help provide freedom from slavery for young people in South East Asia.

Sponsor me at \_\_\_\_\_ (*insert your fundraising page link here*).

Together we can bring hope and a future to some of the most exploited young people in our world.

Thanks for your support – every little bit counts!

\_\_\_\_\_ (*insert your name here*)

#### INSTAGRAM

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**Post a photo of you in your Pong outfit or playing at your Pong venue with the following message:**

I'm playing in [#pingpongathon](#) to stop young people being trafficked and exploited. Please sponsor me at \_\_\_\_\_ (*insert your fundraising page link or [pingpongathon.com](#)*)

#### Remember to add hashtags

#pingpongathon | #pongVSslavery  
#fightforfreedom

#### TEXT OR TWEET

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Let's stop kids being trafficked and exploited. Please sponsor me in my Ping Pong-A-Thon at \_\_\_\_\_ (*insert your fundraising page link or [pingpongathon.com](#)*)

### PRO TIP: DON'T FORGET TO USE PHOTOS!

Photos are one of the most powerful forms of communication. We highly encourage you to utilize our photo library alongside your social media posts. You can access the library on your fundraising page dashboard, or at [pingpongathon.com/page/resources](#).



# \*WHO YOU'RE\*

## Fighting for

**CASSIE\* WAS JUST 12 YEARS OLD WHEN SHE FOLLOWED A FAMILY FRIEND'S PROMISE OF EDUCATION. EIGHT HUNDRED MILES AWAY FROM HER CHILDHOOD HOME, CASSIE SOON LEARNED THAT THE MAN SHE HAD TRUSTED WAS RUNNING A GLOBAL CYBERSEX TRAFFICKING RING OUT OF HIS HOME.**

**For nearly five years Cassie was trapped with other young women and children—including a 2-year-old—who were subject to horrific abuse.** Night after night, she was raped and forced to perform sex acts in front of a webcam broadcast to customers located all around the world.

*"It was really hard," Cassie says, her chilling words tumbling out quickly, "I was thinking, 'I want to die, I want to die because of this pain, but I can't.'"*

**Although Cassie felt completely alone, people were looking for her.** IJM worked with Philippine authorities and U.S. Homeland Security to pinpoint Cassie's location and rescue her and six others from the living nightmare of exploitation.

The man who profited from her abuse for so many years was arrested and imprisoned. **Cassie is safe today and thriving in an aftercare home for survivors of sex trafficking.** She meets regularly with her IJM social worker and is back in school. Cassie dreams of traveling and someday becoming a tour guide.

*"It is hard to pen how strong and courageous Cassie has been, given the intensity of circumstances she went through," wrote her IJM social worker Karen recently.*

*"Cassie overcame the most difficult enemy she faced, herself, when she decided to stop blaming herself for everything that has happened. She unceasingly fights for her rights and strives for the realization of her dreams."*

**After five years trapped in cybersex trafficking, Cassie is now standing on her own and reaching for dreams that no longer feel impossible.**

\*Name changed for security purposes.



# HOW TO RAISE \$1,500 IN 4 Weeks

## DID YOU KNOW?

**ACCORDING TO ONE OF OUR RESCUE-FOCUSED PARTNERS, IT COSTS APPROXIMATELY \$1,500 TO RESCUE A YOUNG PERSON FROM EXPLOITATION.**

You can radically alter the course of a person's life forever with your event. Here is a proven 4 week plan to help you achieve your fundraising goals.

### WEEK 1 | Raise \$50

**Show your commitment to the cause by sponsoring yourself** — others will be encouraged to donate if they see you are serious about the cause!

### WEEK 2 | Raise \$300

**Ask your family members to donate**, even those that you only see once a year at Christmas time. Tell them why this issue is important to you and invite their support via your personal fundraising page. Don't be shy. Use a face-to-face ask or send them an email.

### WEEK 3 | Raise \$300

**Invite your wider community to donate.** Ask the people who you spend your time with to support you. Do this via a personal email (*one Pong participant emailed all of his work colleagues and raised \$1,000 in 24 hours*) or ask for an opportunity to share for a couple of minutes at your school assembly, university club, workplace staff meeting, sporting club training session, church service or other community/club event. Tell them why you're playing; invite them to donate or to sign up to play alongside you.





## WEEK 4 | Raise \$150

### 5 Days of Pong Social Media Campaign *(leading into your event).*

Take a pic of you in your Pong outfit (think bright camo or facepaint) and make this your profile pic on social media for the week. Post on social media each day that week. Seek 1 sponsor per day as outlined below. Use this opportunity to help others become more aware of the issue of trafficking/slavery. Use posts from [facebook.com/PingPongAThon](https://www.facebook.com/PingPongAThon) as a guide for what to say. Personalise and share our posts with your social media network.

Day 1 — \$10

Day 2 — \$20

Day 3 — \$30

Day 4 — \$40

Day 5 — \$50

## AT THE START OF YOUR EVENT | Raise \$300

**Send each person in your phone contacts a text/SMS asking them to sponsor you while you're playing at the event.** Use the sample SMS message provided. Make sure you include a link to your fundraising page.

## DURING YOUR EVENT | Raise \$300

**Take a selfie playing at your event and post it to social media** with an invitation for people to sponsor you via your fundraising page.

## BONUS ROUND | Raise \$100

Once your event is completed, thank everyone who sponsored you. Post on social media how your local event went and how you did with your fundraising goal. Mention that it's not too late to donate, (especially if you're close to achieving your fundraising target). **Sometimes people need to know that it's their last chance to give before they actually get around to taking action!**

If raising \$1,500 alone seems overwhelming, that's okay. Split the goal, and gather a team of just 3 people raising \$500 each. Take on this challenge with a couple of friends or as a family and change the course of a child's life forever!





# ★ MEET PONG ★ PARTICIPANT Grannie Jo

78 YEARS YOUNG. GRANDMOTHER OF 21.  
GREAT GRANDMOTHER OF TWO.  
BECAME A PONG ADVOCATE IN 2016.

*"When I heard that it costs just \$1,500 to rescue one young person from a life of exploitation simply by playing a few hours of table tennis and asking my friends and family to sponsor me to play I thought, 'I can do this', (even though I'm not a good player).*

***My aim was to rescue just one child!  
It was not a difficult thing to do.***

*We can make a huge difference in the life of a young person and their family, and we can defeat slavery one rescue at a time".*

**So far Grannie Jo has raised \$5,000 ... and we can't wait to see what she does in this year's Pong campaign!**

**DOUBLE YOUR PONG IMPACT BY INVITING THE "GRANNIE JO" IN YOUR LIFE (A PARENT OR GRANDPARENT) TO NOT JUST SPONSOR YOUR EFFORTS BUT TO SIGN UP AND PLAY ALONGSIDE YOU**





# GETTING READY TO Pong

YOU'VE READ, RESEARCHED, AND PLANNED AS BEST  
YOU CAN AND NOW IT'S FOR THE MAIN EVENT!

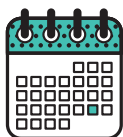
Here's how you can be sure you're ready for the big day:



## COLLECTING SPONSORS/DONATIONS

Where possible encourage people to sponsor  
you online via [pingpongathon.com](https://pingpongathon.com).

When this is not possible, you can collect cash  
donations. Please ensure all cash donations  
are recorded on your Cash Records Sheet  
(located on [page 14](#)). Ask each person giving  
you a cash donation whether they want a tax  
deductible receipt. Record their details clearly  
on the Cash Records Sheet. Collect all cash  
donations prior to participating at your event.



## ON THE DAY OF YOUR EVENT

Please arrive at your venue 15 minutes prior  
to your start time.

**All participants who have not registered on  
the website are required to register online at  
the venue before participating.** Participants  
who have not attempted to raise funds are  
encouraged to make a donation (***Suggested  
Amounts*** - Workers: \$50 | Students: \$20).

Please hand in any collected cash or cheque  
donations and your Cash Records Sheet to your  
Venue Organiser upon arrival at your venue.  
Pong HQ will process tax deductible receipts  
to everyone listed on your Cash Records Sheet  
(when the information is clear, legible and  
matches the amount handed in).







## PONG ARMY OUTFITS

While not a requirement of participation you are welcome to dress up in a themed outfit (**most people come in bright camo or wear facepaint**). This adds to the fun of your local event.



## FOOD AND DRINKS

All Pong venues have plenty of water, tea and coffee on hand to keep hydration levels high. Some venues provide snacks but this varies from venue to venue. **Please self-cater if you need a meal or something substantial to keep your energy levels up.**



## PERSONAL BELONGINGS

**You are required to care for your own personal belongings while participating at your local venue.** This is not the responsibility of Ping Pong-A-Thon or your local event organiser.



## LOCAL EVENT ORGANISER

Your local event organiser or supervisor will identify themselves to all participants when they arrive at the venue. **Please speak with your event organiser if you have any problems or issues while at your venue.**



## HEALTH AND SAFETY

- Ensure you are fit to participate and seek medical advice if you are unsure.
- Make sure you are well hydrated prior to and during the event.
- Make sure you are wearing appropriate footwear so you don't slip
- Do not wear items that will restrict your movement or could pose a hazard.
- Keep the playing area clean and free of hazards (*place bags, backpacks, etc. in the rest area*).





# PING PONG-A-THON CASH RECORDS SHEET

**Please use this form only when it is not possible to collect donations via your online fundraising page.** Record all cash donations you collect on this form. Hand the form and cash to your Event Organiser when you arrive to play at your venue.

**Name of Player:**

**Venue:**

Record Sheet #:

## SPONSORS:

Please hand your cash donation to the participant. **If you require a tax deductible receipt, write your details clearly in the form below.**

NAME OF DONOR	DONOR EMAIL ADDRESS	DONATION AMOUNT
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
TOTAL DONATIONS ON THIS SHEET		\$

**Participant Signature:**

**Event Organiser Signature:** *(Acknowledging receipt of total donations)*

Your donation supports the work of several organizations fighting modern day slavery in South East Asia. ***Donations are tax deductible in Australia and the USA.***

Learn more at [pingpongathon.com](https://pingpongathon.com)





# Thank You!


WE CAN'T THANK YOU ENOUGH FOR JOINING THE  
PONG ARMY ON THIS MISSION TO END SLAVERY.

LIVES WILL BE CHANGED FOREVER BECAUSE  
YOU JOINED THIS FIGHT FOR FREEDOM!



ping-pong-a-thon

 @pingpongathon

 fb.com/PingPongAThon

Learn more at:

[pingpongathon.com](http://pingpongathon.com)