



**BREAKING THE SHACKLES**

## **2016-2017 Campaign Plan**

**By Savannah Flynn**

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# Campaign Plan

## I. Situation Statement

### About Breaking the Shackles

Cam Harris started Breaking the Shackles as a student organization while in high school and brought BTS to the University of Georgia in 2014. The summer of 2016 BTS became a 501c3 nonprofit organization. In 2015, BTS hosted their first concert event. After the success of their first concert, they expanded their efforts to raise awareness and funds for modern-day slavery with the overarching mentality of glorifying God through all of their actions. They added events such as worship and acoustic nights their second year as an organization. In the spring of 2016, BTS raised \$3,500 at their big concert event. Now, in their third year, BTS is continuing their partnership with Wellspring Living, an organization that provides rehabilitation to those who were taken out of child sex trafficking. They are also implementing more events that will include the entire UGA community as well as the student body they have already reached. These events include wine nights and coffee house crawls across the Athens area.

### Mission Statement

Breaking the Shackles' mission is to raise money and increase awareness in order to speak out against modern day slavery and give a voice to the voiceless. In doing so, they seek to glorify God in all of their work.

### Partner Organizations

Breaking the Shackles has partnered with three organizations this year. All funds raised at their events and through fundraising opportunities such as canning in downtown Athens and selling calendars go to Wellspring Living. Wellspring Living is a nonprofit organization that provides rehabilitation to those taken out of sex trafficking. In addition to Wellspring Living, they have partnered with Our of Darkness and Freeset. With Out of Darkness, BTS provides information to women working on the streets of Atlanta with how to contact their hotline if they are looking to escape sex trafficking. Freeset makes the shirts that BTS sells at all of their events. Freeset is an organization that hires people who have escaped sex trafficking.

## Target Audience

The target audience for BTS in the past few years has been students at UGA. With the change of their organization becoming a nonprofit, BTS wants to increase their target audience reach to include both the faculty and staff at UGA. BTS has a great influence on the students of UGA but wants to encourage adult involvement through opening up their events to the entire community of UGA. They feel that by doing so that they can unite the entire community together with one voice surpassing age boundaries to fight against modern day slavery.

## Problems and Opportunities

With wanting to expand their target audience, BTS has had issues finding creative campaigns in which will draw the adult community in of the university system; however, they are excited about the opportunity becoming a nonprofit has given them to expand their outreach. With the local wine night campaign, they are hoping to draw in the faculty and staff community, yet they will need help finding ways to market and provide incentive to come to the event.

In addition to the problem of reaching a new audience, they do not want to lose the support of the student community they have already gained. BTS wants to increase the awareness of the students at UGA. They have seen a great increase in student awareness, yet BTS is afraid they will lose touch with this target audience while trying to focus on a new one due to the small number of members in the organization. Even though the organization lacks numbers, each of its members demonstrates a strong passion for fighting modern day slavery.

## II. Goals and Objectives

**Goal 1:** To be an organization recognized and supported by both the Athens' community and student body at the University of Georgia.

- Objective 1: To increase social media following by 10 percent by the end of the second semester of the 2016-2017 school year on both Instagram and Facebook.
- Objective 2: To increase faculty and staff attendance at events by 5 percent by the time of the end of the second semester of the 2016-2017 school year.

**Goal 2:** To be an organization that raises funds for their partner Wellspring Living.

- Objective 1: To raise \$10,000 by the end of April, which is the end of the second semester of the 2016-2017 school year.
- Objective 2: To increase sales of calendars by 15 percent by April of 2017.
- Objective 3: To increase attendance of members at canning events, which include members standing at corners of downtown Athens and ask for donations, by 5 percent at the end of the second semester of the 2016-2017 school year.

### **III. Research**

In order to understand both local community and student awareness of the organization, focus groups will be conducted so that BTS will be able to have a baseline of how many people are aware of their organization as well as how many people could see themselves involved in such an organization. Students and adults will be put in their own focus groups. Additionally, the focus groups will provide an opportunity for BTS to learn how the community and students feel about their organization.

Along with focus groups, social media analytics will be used in order to learn how to best target their current and new audiences through the type of social media posts they put on their pages. These analytics will include the social media platforms: Twitter, Facebook and Instagram. The social media analytics analysis will allow BTS to see where their social media pages are at currently with number of likes, comments and followers for each of their social media pages, and they will be able to see which social media site is best for their organization so they can see which to pursue. By the end of the campaign, BTS will have a benchmark to compare the end results to so that they can analyze the success of their social media in increasing audience awareness.

In addition to focus groups and social media analytics, conduct a survey given through listservs through UGA organizations and colleges. In addition to UGA, have customers at local businesses and restaurants take the survey. The survey should contain information regarding how the person feels about modern day slavery, whether they have heard of Breaking the Shackles or not, and whether they would be willing to support the nonprofit organization.

## IV. Strategies and Tactics

**Strategy 1:** Establish relationships with both the faculty and staff of the University of Georgia and students at UGA.

- Tactic 1: Create social media campaigns, such as photo competitions and telling the stories of their members, in order to encourage greater engagement and feelings as if the target audience knows the members of BTS.
- Tactic 2: Plan events off campus such as acoustic and wine nights that will encourage the adult community to assist and support.

**Strategy 2:** Create a membership environment in which each person is passionate about fundraising for the organization.

- Tactic 1: Set a fundraising goal for each member of BTS that they must reach by the time of the end of the second semester of the 2016-2017 school year.
- Tactic 2: Along with the fundraising goal, provide incentives for each member to participate in the fundraising process, such as free coffees at local coffee shops, free meals, and meet and greets with the artists they have performing.
- Tactic 3: Provide businesses on campus, such as Einstein's Bagels, Starbucks and Jittery Joes with flyers and BTS stickers for future events.

**Strategy 3:** Ensure marketing and advertising for the events reach all areas of Athens.

- Tactic 1: Create Snapchat filters for BTS and large events that extend past UGA's campus and into downtown Athens where faculty, staff and students spend their time.
- Tactic 2: Have local Athens' papers, such as the Athens Banner Herald and the Red & Black, write news releases regarding any upcoming events for BTS.

## **V. Evaluation**

**Goal 1: To be an organization recognized and supported by both the Athens' community and student body at the University of Georgia.**

- a. Objective 1: To increase social media following by 10 percent by the end of the second semester of the 2016-2017 school year on both Instagram and Facebook.
  - Evaluation: Do social media analytics before and after social media campaigns in order to see if campaigns helped in the increase of the social media following. Keep track of followers at the beginning and end of campaign.
- b. Objective 2: To increase faculty and staff attendance at events by 5 percent by the time of the end of the second semester of the 2016-2017 school year.
  - Evaluation: Conduct focus groups with adults that live in Athens in order to gain their perspective on BTS before and after the campaigns are implemented. As well as the focus group, take surveys around the community before and after the campaign is implemented. Both the focus groups and surveys will be taken at the end of October and the middle of December.

**Goal 2: To be an organization that raises significant funds for their partner Wellspring Living.**

- a. Objective 1: To raise \$10,000 by the middle of December, which is the end of the second semester of the 2016-2017 school year.
  - Evaluation: Count the amount of money raised after all expenses are paid for the event fees. In addition, analyze which event caused the most monetary intake.
- b. Objective 2: To increase sales of calendars by 15 percent by April of 2017.
  - Evaluation: Analyze how many calendars have been sold in the past and how many are sold at the end of April of 2017. Conduct a survey for all members of BTS in order to see if incentive program caused them to increase their sales.
- c. Objective 3: To increase attendance of members at canning events in downtown Athens by 5 percent at the end of the second semester the 2016-2017 school year.
  - Evaluation: Analyze how many members are at each canning event compared to past, and conduct a survey for all members of BTS in order to see if the incentive program caused them to want to can downtown more often.



Breaking the Shackles 2016- 2017 Campaign Plan

**VI. Budget**

Primary research.....no cost

Tactic		Items	Number	Cost Per Item	Total	
Acoustic Nights	Venue	Jittery Joes, Two Story, Hendershots	3	donated item	no cost	
	Performers	Hill Elliott, Gio Guillermo, Avery Orleans	3	donated item	no cost	
	Equipment	Mic, Amp, Speakers	4	donated item	no cost	
	Merchandise	T-shirts		20	\$12.50	\$250
		mugs		20	\$8	\$160
		stickers		50	\$0.50	\$25
Wine Nights	Venue	The Cotton Press	1	\$220 cleaning fee x 3 nights	\$660	
	Performers	Hill Elliott, Gio Guillermo, Avery Orleans	3	donated item	no cost	
	Equipment	Mic, Amp, Speakers	4	provided by venue	no cost	
	Wine	Wine	Brought by guests	Brought by guests	no cost	
	Merchandise	T-shirts		20	\$12.50	\$250
		mugs		20	\$8	\$160
		stickers		50	\$0.50	\$25
Social Media	Graphics	Instagram and Facebook graphics	5	created by member	no cost	
	Snapchat Filter	Snapchat Filter	1	\$211	\$211	
Fundraising Incentives	Coffee	Free Coffee tickets	40	\$5	\$200	
	Meals	Free meal tickets	40	\$12	\$480	
	Meet Artists	Meet and Greet passes	6	\$2.60	\$15.60	
Fundrasing	Canning	Cans	10	donated items	no cost	
	Calendars	Calendars	50	donated items	no cost	
Marketing	Flyers	Flyers	450	\$1.59	\$715.50	
News Releases	News Releases	Athens Banner Herald, Flagpole	2	no cost	no cost	
Contingency				10 percent	\$315.21	
<b>Total Cost.....</b>					<b>\$3,467.31</b>	

## VII. Timeline

Tactics	11/27- 12/3	12/4- 12/10	12/11- 12/17	1/8- 1/14	1/15- 1/21	1/22- 1/28	1/29- 2/4	2/5- 2/11	2/12- 2/18
Survey/Focus Groups									
Social Media Analytics									
Plan Acoustic Nights									
Advertise Acoustic Nights									
Acoustic Nights									
Plan Wine Nights									
Advertise Wine Nights									
Wine Nights									
Social Media Campaign									
Calendar Sale									
Canning									
Survey/Focus Groups									
Social Media Analytics									
Evaluation									

## **VIII. Resources**

<http://www.breakingtheshackles.org>

<http://www.jitteryjoes.com>

<http://www.twostorycoffee.com>

<http://hendershotscoffee.com>

<http://freesetglobal.com>

<http://www.athenscottonpress.com/#welcome-to-acp>

<https://www.snapchat.com>

Interview with Preston Berger

# News Announcement

## **FOR IMMEDIATE RELEASE**

Preston Berger, VP of Marketing and Public Relations  
prb35527@uga.edu

### **Breaking the Shackles hosts first wine night BTS is looking to expand their outreach beyond the students at the University of Georgia**

**ATHENS, Ga., (Dec. 8, 2016)** – Breaking the Shackles expands their opportunities for outreach through a newly initiated Wine Night program. Their new program will begin Jan. 11, 2017 and be held at a local Athens location known as the Cotton Press.

Summer 2016 Breaking the Shackles became a 501c3 nonprofit organization. Previously, BTS was considered a student run organization through the University of Georgia with the goal of fighting modern day slavery by spreading awareness and raising funds to donate to their partner Wellspring Living. By taking the steps to become a nonprofit organization, BTS hopes to expand their reach to not only UGA students but also encourage involvement with both UGA's faculty and staff.

With their new goal in sight, BTS announced their upcoming wine nights, which will be held every other week at the Cotton Press located off Oneta St. in Athens. The wine nights will consist of wine or other beverages brought by the attendees, and acoustic music will be the entertainment for the night.

**- more -**

“We want wine nights to reach the entirety of the university,” said Preston Berger, VP of Marketing and Public Relations for BTS. “We want to stir up people and get people in the door to increase awareness.”

According to Berger, wine nights are just the key in order to get the support of the entire UGA community by showing that they can be more sophisticated than simply a student organization. BTS is excited about their new goal to gain a larger following, and they are looking forward to the first of many wine nights.

### **About Breaking the Shackles**

University of Georgia student Cameron Harris founded Breaking the Shackles. Their aim is to fight modern-day slavery by growing awareness to fight their cause through events in which they strive to grow community. All funds raised at their events goes to their partner Wellspring Living, which is a nonprofit based out of Atlanta that provides rehabilitation for people taken out of child sex trafficking. In addition to concerts and other events, BTS recently began to sell merchandise consisting of stickers, t-shirts and mugs featuring their name and logo.

To learn more about Breaking the Shackles, go to [www.breakingtheshackles.org](http://www.breakingtheshackles.org).

###

# Fact Sheet: Breaking the Shackles

## Media Contact

Savannah Flynn  
smf63181@uga.edu  
678-852-0190

## About Breaking the Shackles

Cam Harris started Breaking the Shackles as a student organization on the campus of the University of Georgia in 2013. As of the summer of 2016, BTS became a 501c3 nonprofit organization. Harris created partnerships with other nonprofit organizations located in Atlanta, such as Out of Darkness and Wellspring Living. BTS raises money and supports the work their partners are doing to help in the fight against modern day slavery. With 2017 around the corner, BTS is continuing their partnership with Wellspring Living, an organization that provides rehabilitation to those who were taken out of child sex trafficking. They are also implementing more events that will include the entire UGA community.

## Upcoming Events

BTS will be hosting their first ever Wine Night this upcoming Jan. 11, 2017. The entire UGA community is invited, and all underage attendees will be stamped and given a wristband. Attendees can bring their own wine and beverages; however, all beverages brought in must be clearly labeled and unopened in order to prevent underage attendee from bringing in an alcoholic beverage. Acoustic musicians will be performing throughout the night. The event will be located at the Cotton Press and will be held from 8 p.m. to 10 p.m. Tickets will be sold in advance online at [breakingtheshackles.org](http://breakingtheshackles.org) and will cost five dollars.

## Address:

Cotton Press  
149 Oneta St.  
Athens, GA 30601

## Noteworthy

With Breaking the Shackles becoming a 501c3 nonprofit organization this past summer, they will be implementing more events such as the Wine Night in order to encourage the faculty and staff of UGA to support their organization as well as the UGA student body. They hope to reach a wider range of people through events held both on and off of UGA's campus.

**-more-**

**To Get Involved**

If you would like more information about BTS or would like to get involved, please contact either the media contact listed above or Preston Berger, vice president of public relations. He can be contacted at his email [prb35527@uga.edu](mailto:prb35527@uga.edu).

###

## Feature Pitch

joe.johnson@onlineathens.com

October 14, 2016

Dear Joe,

My name is Savannah Flynn, and I am the public relations liaison for a nonprofit organization in Athens known as Breaking the Shackles. I have read your articles for the Athens Banner-Herald about the University of Georgia and feel like your style and subject material will correspond nicely with an article about Cam Harris, the founder of Breaking the Shackles.

BTS has a heart for raising awareness for modern day slavery and collecting funds for their philanthropic partner Wellspring Living, which provides rehabilitation for survivors of child trafficking. Between 20-30 million people are in some form of modern day slavery today. In 2015, Georgia had over 190 cases of victims from sex trafficking alone. Cam Harris seeks to give a voice to these victims who do not have a voice to speak out. He started the organization while in high school and created a student organization at UGA. As of summer of 2016, BTS became a 501c3 nonprofit organization, and Harris is looking to expand the organization into the local Athens community.

With Georgia being a hub for human trafficking, the local public should be made aware of Cam Harris' story and what BTS is doing for the Athens' community to shine a light on the problem at hand.

If you are interested in the story, I can provide you with any background opportunity about Cam Harris and Breaking the Shackles needed for the article. I can send you the dates of all upcoming events as well for photo opportunities if needed. If you would like to set up an interview with our founder, I will be more than willing to work with you in doing so.

I will follow up with you regarding the story next week, but if you have any questions or comments, I am happy to answer and provide information for any other concerns you might have.

Best regards,  
Savannah Flynn  
savmflynn@gmail.com  
678-852-0190



# Feature Release

## **FOR IMMEDIATE RELEASE**

Savannah Flynn  
Breaking the Shackles Public Relations Director  
678-852-0190  
smf63181@uga.edu

### **Cameron Harris: Giving a Voice to the Voiceless Inside the mind of the Breaking the Shackles Founder**

ATHENS, Ga. (Oct. 20, 2016) – In high school, Cameron Harris attended a Passion City Conference, which focuses on growing students in their relationship with Christ. This is when he was first introduced to the idea of modern day slavery with their promotion of the End It Movement, which focuses on spreading light on the issue of sex trafficking. Since then, Harris has been an advocate to stop modern day slavery.

In 2012, Harris' senior year of high school, he decided to start a club at his school that brought awareness of the problem of slavery today. He created a large concert event at his school which brought in hundreds of students and faculty members.

Harris brought his club Breaking the Shackles with him to the University of Georgia with a mission of raising awareness and funds for modern day slavery as well as glorifying God in all that the organization did.

**-more-**

## Breaking the Shackles 2016- 2017 Campaign Plan

The BTS organization at UGA was officially started in 2013, and the organization put on another concert at the 40 Watt Club. Their first concert raised over \$1,000, and Harris was ecstatic to see the results from his first event.

In their second year at UGA, Harris began to increase the presence of BTS on UGA's campus and went from 15 to 35 members within the year. As well as the member increase, BTS held general body meetings open to all students, movie nights and simulations to educate students about modern day slavery and worship nights. In addition to these movements, they continued to grow their concert event at the end of the school year.

With their second year underway, BTS raised over \$3,500 for their new philanthropic partner Wellspring Living, which provides rehabilitation for those taken out of sex trafficking.

"I was overjoyed when I saw the final number for the donation to Wellspring Living," Harris said. "They are doing such great things for modern day slavery, and I can't imagine a more deserving recipient."

**-more-**

## Breaking the Shackles 2016- 2017 Campaign Plan

A partnership with Wellspring Living and an ever-increasing membership and donations led Harris to turn his organization into a 501c3 nonprofit in the summer of 2016. With the opportunities becoming a nonprofit opened, Harris has begun to shift his focus from the student community alone and has set his eyes on reaching the entire community of UGA including both faculty and staff.

With the third year of Breaking the Shackles in full swing, Harris has grown the organization to over 50 members. The new membership increase allowed for Harris to plan more events that could reach all of UGA. These include Coffee House Crawls, Acoustic Nights and Wine Nights located in local venues around Athens.

“I never thought we would grow this much,” Harris said. “I always knew I had a heart for modern day slavery, but I never realized how many other people shared my passion for it.”

Harris is working harder than ever in his senior year at UGA to make Breaking the Shackles end of the school year concert even bigger than any of the concerts in the past. He has been working endlessly with managers of bands from all around the southeast trying to find the perfect fit for the community of Athens and is hoping to raise over \$10,000, which would allow BTS to send one girl through the Wellspring Living rehabilitation program.

**-more-**

## Breaking the Shackles 2016- 2017 Campaign Plan

Harris always believed that when a large community gathered together in one voice and one passion that there was something powerful there. He believes that concerts are the perfect way to unite people in such a way and has seen this time and time again with the worship nights and concert events put on by BTS.

According to recent statistics, over 27 million people are in some form of modern day slavery, whether that be sex trafficking or forced labor. The victims of these types of slavery have no voice to speak out for what they want. They are trapped and need more people like Harris to stand up for them.

“I seek to give a voice to the voiceless by what I do through Breaking the Shackles,” said Harris. “The victims of modern day slavery have no hope. They feel chained and separated from the world, and I will do everything in my power to break those chains and show them God’s love for them. By spreading awareness of the situation, I hope to give them a voice to be heard, and I want the rest of UGA to hear their cries for help and to join me in my heart and passion for these men, women and children.”

Harris is doing incredible things in Athens. His heart is on fire for the people who have fallen victims, and he hopes that BTS will only continue to grow after his graduation from UGA in May of 2017.

###

# Interview Preparation

To: Cameron Harris  
From: Savannah Flynn  
Date: December 8, 2016

## CONTENT

A local television station has requested an interview with you regarding Breaking the Shackles and what your organization is doing for modern day slavery. The interview is scheduled to last six minutes and held on Wednesday, Dec. 14, 2016 at 5 P.M.

Below you will find information regarding the interview and a list of potential questions and answers in order to prepare you for this live event.

## ATTIRE

The attire for the interview is expected to be business formal. As the founder of Breaking the Shackles, you will be required to represent the newly made nonprofit in a professional manner. Please wear a nice suit, navy or grey preferably, and a solid color tie to match the suit. In addition to the suit, wear either a brown or black leather belt depending on whether you choose navy or grey as well as brown or black leather shoes.

## BEHAVIOR

As designated by the business formal attire, the interview will be formal therefore you should act in a professional manner. When speaking, try not to use fillers such as “um” or “uh” as these do not show proof of previous preparation. Make sure to keep your body open and not closed off, which means no crossing of your arms during the interview. In addition to these behaviors, avoid nervous habits such as tapping your fingers or messing with your clothes.

You will have plenty of preparation going into the interview, so relax and answer each question clearly and concisely. Remember you are being interviewed on what you are passionate about, so allow your passion to show in your answers.

## OBJECTIVES

The interview is an incredible step in gaining awareness of modern day slavery and of what Breaking the Shackles is doing on the University of Georgia’s campus and local Athens’ area.

1. Ensure that the interviewer and audience are made aware of the issue at hand, which is modern day slavery. Be sure to hit on who our partners are.
2. Make known the upcoming events Breaking the Shackles will be hosting and ways the audience and viewers can become involved in the organization.

3. Include information on how people can provide fundraising support to Breaking the Shackle's overall goal of raising \$10,000 for Wellspring Living.

#### POTENTIAL QUESTIONS

Q: Why did you decide to create Breaking the Shackles?

*In high school, I attended a Passion Conference where they showed a video in support of the End It Movement, which fights against sex trafficking. After I saw that video, I knew I had to do something about sex trafficking in my hometown. Breaking the Shackles started off as a high school club in which we held a concert on campus at the end of the year to raise both money and awareness. There are over 27 million people trapped in modern day slavery, and if there is anything I can do to lower that number, then I will do it, which is why I created BTS.*

Q: What is Breaking the Shackles doing to spread awareness in Athens?

*We have created Illumination Nights in order to educate students and the community on modern day slavery and what our partners, Wellspring Living, Out of Darkness and Freeset, are doing in order to help rescue and rehabilitate victims of human trafficking. In addition to these nights, we have both Acoustic and Wine Nights where the community can gather together in one voice to learn how to speak out against modern day slavery. Lastly, we have a large concert event at the end of the school year where we raise the most funds for our partner Wellspring Living.*

Q: Has there been a noticeable difference with Breaking the Shackles becoming a nonprofit organization?

*Yes, BTS has grown tremendously with the new title of being a nonprofit. We no longer feel as if we are confined to the University of Georgia's campus and have begun to venture out into the rest of the Athens' community. BTS has begun to be taken more seriously amongst businesses and other organizations now that we have become a nonprofit and are seen as a professional organization.*

Q: How much is Breaking the Shackles hoping to raise for your partner this year?

*As an organization we are expecting to and feel confident that we can raise \$10,000 for Wellspring Living. \$10,000 is how much it costs to put one woman through their rehabilitation program.*

Q: What are your main methods of fundraising?

*We sell Chick-Fil-A calendars and merchandise such as mugs, t-shirts and stickers. In addition, our events require the purchase of a ticket to attend. As well as these outside fundraising efforts, each one of our members is expected to raise a set amount of money before the end of the year.*

Q: How would someone get involved in Breaking the Shackles?

*If they would like to hold a position in BTS, then they can submit an inquiry through the contact section of our website, [breakingtheshackles.org](http://breakingtheshackles.org). After their inquiry has been submitted, they will be contacted in order to proceed with the application process. If the person does not wish to hold a position, then they can still be a part of our general body and attend general body meetings and events hosted by BTS. Otherwise, the person can be involved by simply giving by clicking on the give tab located on our website as well.*

Q: How do you think Breaking the Shackles will handle your upcoming graduation in May?

*As sad as I am to be graduating and stepping into the work world, I feel confident in the current executive council of BTS and the members we have running the organization now. With my upcoming May graduation, next semester, I will begin to step back from BTS and allow my successor to begin to take strides in taking leadership in the organization. I will, of course, help this person and teach them how to run a nonprofit, but I am hoping for next semester to be a trial run for the upcoming years with BTS.*

Q: In the mission statement for Breaking the Shackles, it describes all of the organization's actions as glorifying God. Do people in order to participate in the organization have to believe in God?

*No, we do not accept or decline people based on their religion. All people are welcome to participate; however, they should be aware that our overarching mission is to glorify God in all that we do. I do ask that people do not get discouraged by our mission and join us in one voice to fight injustice.*

# Speech

## **CELEBRATING FREEDOM ONE VOICE AT A TIME**

I would first like to thank our partner Wellspring Living for taking the time to come speak to us today about their passion for fighting modern day slavery. Without their incredible work, women and girls in Georgia who were victims of sex trafficking would never be given the opportunity to once more find freedom (Pauses for applause for Wellspring representative).

Second, I would like to thank our members and our supporters. You have helped make BTS what it is today, and I can't thank you more than enough for your pursuit of giving a voice to the voiceless and hope to those who are hopeless. (Begins applause for those in the crowd).

On our last Wine Night of the series, I would like us to join together in a celebration. Tonight, let us celebrate those who have escaped modern day slavery and gone through the rehabilitation program offered by Wellspring Living. There are upwards of 30 million people entrapped as slaves in the world right now. To hit closer to home (Pause), Atlanta is one of the major hubs for sex trafficking and acts as a supplier of these men, women and children to the rest of the world (Pause).

We live just outside of a hot spot for sex trafficking. Some of us in this room might even live inside of Atlanta. The work Wellspring Living, Breaking the Shackles and other organizations fighting against modern day slavery is desperately needed within Georgia.



There are people in our communities every day being forced into modern day slavery (Pause). Whether that is because they thought they found love, needed money or were abducted by pimps, people that find themselves in slavery need an outside voice to speak for them because inside of the trap there is no outlet for their voices.

In light of our celebration, I would like to share a story of freedom I personally witnessed. When I was working with our other partner Out of Darkness at one of their Princess Nights, we were standing in downtown Atlanta talking to a girl who must have been no more than 20 years old. She looked downcast, yet she tried to put on a smile for her guests.

After talking to the girl for no more than a few minutes, I gave her a card that contained information on how Out of Darkness could help her escape the pimp she was currently working for. No more than 30 minutes after leaving the girl, Out of Darkness received a call from her asking for help to get out. They sent a rescue team and soon after she was safely asleep in one of their rehabilitation rooms.

Once her rehabilitation was complete, I went to speak to her and see how she was doing. Before I left (Pause), she grabbed my arm, and I will never forget the words she spoke to me (Pause). She said through teary eyes, "You gave me a voice when I had no voice to speak on my own behalf, and I cannot thank you enough for how grateful I am for what you have done not only for me but are doing for women in the same situation I was in."

From that moment on, I made it my mission to give a voice to the voiceless just as she had stated before I left her that day. I cannot begin to imagine how many

other stories like hers there are already and are to come in the fight against modern day slavery, but I do know the day when each and every person is given back their voice will be the most joyful day of my life.

Now, we stand here together (Pause) united (Pause) under one passion (Pause) with one voice (Pause) in order to bring an end to modern day slavery (Pause for applause)! I cannot begin to state how proud I am of the BTS community and supports for the way you all have stood together to shine a light on the issue at hand. My heart is overjoyed with the overwhelming attendance BTS has seen at each of our events.

With both the Wine Nights and Acoustic Nights wrapping up, do not think that our nonprofit is done with events for the semester. We would like to give you a preview of some of the upcoming events BTS is hosting in order to raise even more awareness and funds to continue to bring an end to modern day slavery (Pause for video discussing Illumination Nights and concert at the end of April).

We hope to see each and every one of you at these events. In addition to your attendance, please do not hesitate in spreading awareness by sharing these events and other articles on our Facebook pages through your own personal pages. Without your spreading the word of our fight, we wouldn't be able to reach our goals. As our supporters, you are a vital part of what we do at BTS.

In conclusion, I would like to present our partner Wellspring Living with a check for the amount we have raised from our events and fundraising efforts leading up to this point (Waits to be handed check). (Once check is retrieved invite Wellspring Living representative to the stage). We would like to present you with a

check of (read off specific amount at this moment) (Pause for applause and allow for thank you from representative). BTS is thrilled to be in partnership with an organization such as yours!

With this money, Wellspring Living will be able to pay for a girl who was rescued from sex trafficking go through their rehabilitation program and be given a place to stay while the employees at Wellspring Living show her what real love and caring look like instead of what the pimp she worked for might have told her those things were.

Once again, I would like to thank everyone in attendance tonight, and look forward to seeing each and every one of you at our events in the future. Now let us continue to celebrate freedom tonight! (Walk off of stage and music begins to play again).

**RESOURCES**

<https://wellspringliving.org/about/>

<https://www.washingtonpost.com/news/worldviews/wp/2013/10/17/this-map-shows-where-the-worlds-30-million-slaves-live-there-are-60000-in-the-u-s/>

<http://georgiastatesignal.com/sex-trafficking-is-a-serious-problem-in-atlanta-but-we-can-work-to-stop-it/>

<http://www.breakingtheshackles.org>

<https://outofdarkness.org>

# Event Memo

To: Preston Berger  
From: Savannah Flynn  
Date: November 14, 2016  
Subject: Wine Night Events

## THE EVENT

Breaking the Shackles should host three Wine Nights throughout the month of January, the first of which should be held on Wednesday, Jan. 11, 2017 and ending Wednesday, Feb. 8, 2017. Each Wine Night will consist of attendees bringing their own wine or beverages, which must be clearly labeled and unopened for guests to bring the beverages so that no underage attendees can bring in alcoholic drinks, and acoustic performers. The last of the nights will consist of both Cameron Harris and Wellspring Living delivering a speech regarding both of their work in fighting modern day slavery. The events will be held at the Cotton Press in Athens at 8 P.M. Underage attendees will still be allowed; however, attendees 21+ will be given both a wristband and stamp to ensure that there is no underage drinking at the event and will be monitored by members of BTS throughout the event.

## LOGISTICS

The Cotton Press will be rented each of those Wednesday nights for a reduced price, which only includes cleaning fees. The Cotton Press will also provide tables and chairs for the event. Additionally, Breaking the Shackles will be required to bring cheese platters, crackers, nuts and grapes for the event. All acoustic musicians are a part of the organization and are willing to donate their equipment for the events. Alcohol permits and insurance must be researched regarding the event. The Cotton Press already has its alcohol licenses; however, other alcohol permits should be considered due to the nature of allowing guests to bring outside alcoholic beverages onto the premises. No prizes or outside sponsorships other than our partners will be required for these events.

The event committee, which is already established by BTS and consists of a chair and five members, will be involved in setting up and breaking down the event as well as planning out the last minute logistics. The marketing committee, which also consists of a chair and five BTS members, will be expected to advertise the event and make the community aware of these nights. Both groups should start meeting as soon as possible, and the marketing committee will be expected to advertise the event the week leading up to the first Wine Night and throughout the three weeks of these nights.

## PROMOTION

A Facebook event page will be created for the events, and each member will be required to invite people to the event in addition to sharing the event page on their

personal pages. Both Instagram and Twitter will be utilized in marketing for the events. Graphics and photos will be made and taken for the Instagram posts, and content will be developed for Twitter posts. In addition to social media, flyers will be made and passed out in highly trafficked areas such as the Tate Student Center and downtown Athens.

In preparation for the event, speeches should be written for both Wellspring Living and Cameron Harris. Along with the speeches press releases should be written and sent out to the Red & Black, Athens Banner-Herald and Flagpole Magazine.

#### CALENDAR

- November 28, 2016: Event committee books venue and contacts musicians expected to play.
- December 5, 2016: Both committees gather to discuss event details and marketing strategies.
- December 19, 2016: Both committees gather for scheduled meeting.
- January 2, 2017: Marketing committee gathers to discuss marketing strategies.
- January 6, 2017: Both committees gather to work out final details of event plans and marketing.
- January 8, 2017: Marketing committee begins advertising on Twitter and Instagram and creates event page.
- January 9, 2017: Event committee goes to venue to ensure tables and chairs are all available. Marketing committee continues to post on event page.
- January 10, 2017: Marketing committee distributes flyers in Tate and downtown Athens.
- January 11, 2017: Marketing committee posts on Instagram, Twitter and event page on Facebook. Marketing committee continues to distribute flyers. Event committee begins to set-up at the Cotton Press and purchases food items for event. Event committee takes down event.
- January 20, 2017: Both committees gather to work out final details of event plans and marketing.
- January 22, 2017: Marketing committee begins advertising on Twitter and Instagram and creates event page.
- January 23, 2017: Event committee goes to venue to ensure tables and chairs are all available. Marketing committee continues to post on event page.
- January 24, 2017: Marketing committee distributes flyers in Tate and downtown Athens.
- January 25, 2017: Marketing committee posts on Instagram, Twitter and event page on Facebook. Marketing committee continues to distribute flyers. Event committee begins to set-up at the Cotton Press and purchases food items for event. Event committee takes down event.
- February 3, 2017: Both committees gather to work out final details of event plans and marketing.

## Breaking the Shackles 2016- 2017 Campaign Plan

- February 5, 2017: Marketing committee begins advertising on Twitter and Instagram and creates event page.
- February 6, 2017: Event committee goes to venue to ensure tables and chairs are all available. Marketing committee continues to post on event page.
- February 7, 2017: Marketing committee distributes flyers in Tate and downtown Athens.
- February 8, 2017: Marketing committee posts on Instagram, Twitter and event page on Facebook. Marketing committee continues to distribute flyers. Event committee begins to set-up at the Cotton Press and purchases food items for event. Event committee takes down event.

### SUMMARY

The Wine Nights will be hosted over a three-week period in which marketing will continuously take place. The night will consist of attendees bringing their own wine, food for the attendees, music and on the last night speeches provided by Wellspring Living and Cameron Harris. These nights could provide an opportunity for the community to gather and discuss spreading awareness and fighting modern day slavery.

I will be awaiting your response by November 20, 2016 and will then gather together a budget for the events for your consideration.

# Social Media Calendar

## Strategy:

I chose Instagram because many people are drawn to the photo aspect of Instagram, and Breaking the Shackles' promotion is heavily based on photos and graphics. For Instagram, I chose to post three times a week with content that is highly photo based. On Sundays and Fridays, I chose to do member spotlights, and on the day of our events, either Wednesdays or Thursdays, I will post an announcement for the event of that day. I chose to do the member spotlights surrounding the weekend because those consist of compelling stories from our own members regarding their work in Breaking the Shackles. People love a good story and are drawn to other people, and I feel that the member spotlight will be popular amongst our followers because of this. On Sunday, I chose to post at 8 P.M. because, according to my own experience through social media and that of the people surrounding me, most people are not doing much during a Sunday night and are more prone to be on their phones. For the post on Friday, I chose to post at 8 A.M. because most people check social media posts as soon as they wake up. If the post is up by 8 A.M. on a Friday, then most people, college students, will be waking up after that and will scroll through their feed to see our post. For Instagram, according to quicksprout.com, all days are good content days, but the best time to post is between 3-4 P.M. I chose to post our promotions for our Acoustic and Wine Nights on the day of the events during the prime time for Instagram so that people will be most likely to see it and be reminded of the event that night.

I also chose to use Twitter for my social media campaign. I chose to use Twitter for event promotions and a way to link out to the partners of BTS. I will be posting event updates on Monday and then again on the day of the event. The post about BTS's partners will be posted on Saturdays at 5 P.M. All days are very popular for Twitter. There is a slight uptake on the weekends, but an organization can get post on any day around 5 P.M. and see an increase in retweets. I chose to post on Mondays about the event so that people will have time to become aware of the event and make sure they have it on their calendar's a day or two before the actual event. On the event days, I also chose to post at 5 P.M. to increase awareness of the event that day.

Lastly, I chose to post on Facebook on both event pages for our Acoustic and Wine Nights and the BTS main pages. I will be posting on both our event pages and main page on the Monday before the event as well as the day of the event. Both of these posts will be posted at 3 P.M., which is the time where posts get the most clicks. With the same thought process as Twitter, I will be posting on Mondays so that people will get a notification reminding them of the upcoming event. On weeks where there is news on sex trafficking, I will be posting that news on Tuesdays at 9 A.M., which is considered one of the best times to post. If there is no news that week, then I will be posting on Saturdays about our partners at 3 P.M., which is also a day with high traffic and a high traffic time.



## **Week 1:**

### **Facebook:**

**Monday 3 P.M.** Post on event page and main page about #WineWednesday

We can't wait to see everyone at our Wine Night this Wednesday! Avery Orlans has prepared a special set for the night and will be accompanied by a special guest! Come this Wednesday to find out who it is.

**Tuesday 9 A.M.** Post news on BTS main page

Vote YES today for Ammendment 2: The Safe Harbor Act! For more information on what this act does check out this link: <http://gpbnews.org/post/amendment-2-funding-fight-against-child-sex-trafficking-georgia>

**Wednesday 3 P.M.** Post on event page and main page

Tonight's the night! #WineWednesday is being set up, and I have to say Avery and his special guest are sounding good. Can't wait to see y'all there

### **Instagram:**

**Sunday 8 P.M.** Photo of Founder and President: Cam Harris

*Meet our founder and president, Cam Harris. He has a heart and passion for seeing victims of modern day slavery set free. Harris loves to bring a community together under one voice to give a voice to the voiceless.*

**Wednesday 3 P.M.** Photo of Cotton Press

*Join us tonight at 8 P.M. at the Cotton Press for our first ever Wine Night! Make sure to bring your own beverages. All ages are welcome, but we will be IDing at the door and giving out wristbands and stamps to those under 21. Come out to hear good music, enjoy community, and learn what BTS is doing next. Can't wait to see y'all there!  
#WineWednesday*

**Friday 8 A.M.** Photot of VP of Public Relations Preston Berger (tag Preston Berger in photo)

*Meet our VP of Public Relations Preston Berger. He has a love for music and a passion for fighting modern day slavery. He figures why not put both together? Preston is excited about all of the music events coming up for BTS including Acoustic Nights.*

## **Twitter:**

**Monday 5 P.M.** Join us for #WineWednesday 8 P.M. at the Cotton Press. Bring Wine, Enjoy Music, Share Community

**Wednesday 5 P.M.** Today's the day for #WineWednesday! See y'all at the Cotton Press tonight at 8 P.M.

**Saturday 5 P.M.** Check out what our partners @WellspringATL are doing in the ATL: [wellspringliving.org](http://wellspringliving.org) #BTS #Freedom

## **Week 2:**

### **Facebook:**

**Wednesday 3 P.M.** Post on event page and main page about Acoustic Night

We're excited for our first Acoustic Night of the semester this Thursday! Bring friends and enjoy a cup of coffee while listening to some good tunes.

**Thursday 3 P.M.** Post on event page and main page about Acoustic Night

Tonight's the night for good music and great times at our Acoustic Night! Be sure to check out our BTS merchandise. Our new mugs just arrived, and they are looking amazing!

**Saturday 3 P.M.** \*\*\*if no news is posted on Wednesday than post about partner of the week

We are proud to say that Freeset makes our t-shirts, which is an organization that hires victims of slave labor. They are working in the free trade business, and they are giving a new life to these women who have been victimized. Check out everything they are doing at [freesetglobal.com](http://freesetglobal.com)

### **Instagram:**

**Sunday 8 P.M.** Photo of Secretary Lennox Balog (tag Lennox Balog in photo) *Meet our secretary Lennox Balog. This is her first year serving as secretary for BTS, and she already has so many ideas for bringing the internal BTS community together. Our meetings now consist of pumpkin carving time and trips to the local rollerskating rinks!*

**Thursday 3 P.M.** Photo of Performer Hill Elliot Playing at previous Acoustic Night (tag Hill Elliot in photo)

*Join us for our kickoff of this semester's Acoustic Nights featuring Hill Elliot, Gio Guillermo, and Avery Orlans! Jittery Joes located in Five Points will be hosting the night starting at 8 P.M. #GoodMusic #GreatTimes*

**Friday 8 A.M.** Photo of VP of Branding Ashley Shieffelbein

*Meet our new VP of Branding Ashley Shieffelbein. Ashley has a passion for graphics design and is excited to use her talent to spread awareness of the problems of modern day slavery.*

## **Twitter:**

**Monday 5 P.M.** Join us for Acoustic Night at Jittery Joes in 5 Points Thursday at 8PM #BTS

**Thursday 5 P.M.** Acoustic Night: Jit Joes, 5 Points, 8 PM, #GoodMusic #GreatTimes #BTS

**Saturday 5 P.M.** Who makes our awesome t-shirts? Well, check out what our partners @Freeset and learn more: [freesetglobal.com](http://freesetglobal.com) #BTS #Freedom

## **Week 3:**

### **Facebook:**

**Monday 3 P.M.** post on event page and main page

Who's ready for another #WineWednesday?? We sure are! Bring your best dance game and a partner to swing dance the night away this Wednesday!

**Wednesday 3 P.M.** post on event page and main page

It's #WineWednesday for BTS! Come celebrate getting halfway through the week with us tonight. We can't wait to see everyone there!

**Saturday 3 P.M.** \*\*\*if no news is posted on Wednesday than post about partner of the week

BTS loves our partners, and we are so excited about the work Out of Darkness is doing for sex trafficking. To learn more check out: [outofdarkness.com](http://outofdarkness.com)

## **Instagram:**

**Sunday 8 P.M.** Photo of Treasurer Tyler Cromwell (tag Tyler in photo)  
*Meet our treasurer Tyler Cromwell. He can't wait to see BTS reach their fundraising goal of \$10,000 at the end of this school year!*

**Wednesday 3 P.M.** Photo of Cam Harris speaking at last Wine Night (tag Cam in photo) *#WineWednesday is back tonight at the Cotton Press kicking off at 8 P.M. We loved seeing everyone who came last week and can't wait to swing dance the night away with y'all tonight!*

**Friday 8 A.M.** Photo of member Katherine Chesbro wearing a BTS shirt (tag Katherine in photo) *Meet Katherine Chesbro one of our many loved members of BTS. She is passionate about BTS's mission and loves to sport her BTS t-shirt around campus! Check out the link to our merchandise in our bio (hand emoji pointing upwards)*

## **Twitter:**

**Monday 5 P.M.** Who's excited for this week's #WineWednesday? We sure are! See y'all Wednesday, 8 P.M., Cotton Press

**Wednesday 5 P.M.** Tonight's the night for #WineWednesday! Bring a dance partner because we will be swing dancing the night away! Cotton Press, 8 P.M.

**Saturday 5 P.M.** We are proud to say we are partners with @OutofDarknessGA! Check out what they have done for modern day slavery: [outofdarkness.com](http://outofdarkness.com)

## **Week 4:**

### **Facebook:**

**Monday 3 P.M.** post on both event page and main page

It's time for our next Acoustic Night at Two Story on Thursday! We can't wait to see everyone there in their new rockin' BTS shirts!

**Thursday 3 P.M.** post on event page and main page

We've been busy setting up here at Two Story for our Acoustic Night tonight! We can't wait to see everyone tonight at 8 P.M.! #GreatMusic #GoodTimes

**Saturday 3 P.M.** \*\*\*if no news is posted on Wednesday than post about partner of the week

Wellspring Living does so much good for survivors of sex trafficking, and we are hoping to raise \$10,000 for them this year. That money will help put one girl through their rehabilitation program!

## **Instagram:**

**Sunday 8 P.M.** Photo of Avery Orlans playing at Wine Night (tag Avery in photo)  
*You might just know him as that cool guy who plays the guitar and sings at our Wine and Acoustic Nights, but we are proud to say he is one of our members! If you haven't heard him play, come out to one of our events to check out how awesome he truly is!*

**Thursday 3 P.M.** Photo of Gio Guillermo performing at last Acoustic Night (tag Gio in photo)  
*Come out to Two Story tonight at 8 P.M. to hear great music and enjoy some good coffee! Bring a friend, or two, and be prepared to have a great night with some good company. #GoodMusic #GreatTimes*

**Friday 8 A.M.** Photo of Emma Burge holding BTS mug (tag Emma in photo)  
*Meet one of our members Emma Burge! What's that cool looking mug she's holding? It's our very own BTS mugs designed by our lovely Ashley Shieffelbein! Want one? Of course you do! Check out the link in our bio to get a mug of your own (hand emoji pointing upward)*

## **Twitter:**

**Monday 5 P.M.** Hey hey hey! BTS is looking forward to its Acoustic Night: Thursday, Two Story 8 P.M. You don't want to miss out! #GoodMusic #GreatTimes

**Thursday 5 P.M.** Tonight's the night for #GreatMusic #GoodTimes at Two Story, 8 P.M. for our Acoustic Night. Who's excited? We sure are!

**Saturday 5 P.M.** Did you know we raised over \$3,000 for @WellspringATL last year? We are going to raise \$10,000 this year. We love our partners!