FREEDOM CALLING MARKETING & GALA

SENIOR PROJECT WINTER 2020 ALYSSA RUZICH

ABOUT THE ORGANIZATION

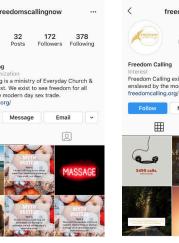
Freedom Calling is a San Luis Obispo local nonprofit that works to rescue victims from human trafficking, help restore their identity and belonging, and start a new life. They started in 2014 when they soon realized how widespread and much bigger the modern day sex trade industry was. From their first annual Freedom Gala last May, they were able to raise enough money to fund a housing program called Her Haven. These houses become the homes of the human trafficking survivors where they can start to gain their true selves back.



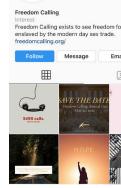
ABSTRACT

I worked closely with my mentor Becs McVay, who is a leading member of Freedom Calling, to come up with a marketing stategy aimed at their second annual Freedom Gala in May. The goal was to first raise awareness of Freedom Calling, starting by improving their social media. The next steps were to further create marketing collateral to promote the nonprofit as well as their upcoming gala.

SOCIAL MEDIA



BEFORE





BOUT US
EEDOM CALLING Degan in 2015 with a small pool individuals who had a big haart to lowe, nor and store those being explained by the trend. The problem was being explained by weakly the problem was being the same separant in the problem was beinger than we enalled. Subject the problem was beinger than we enalled the problem was beinger than we enalled the problem was beinger than we enalled the same and the third largest arises of organized crime and the third largest externated 40 smillion victims of Human externated 40 smillion victims of Human code or triticked into largers,
E EXIST TO SEE FREEDOM FOR ALL EN- AVED BY THIS INDUSTRY.
s little girl dreams of being a sex slave, no le boy desires to be abused or use his sisters for oft. We are calling back the dreams of our idiren, the innocence of princes and princesses, d a culture grounded in love, honor and dignity.
E ARE CALLING, FOR FREEDOM.

MARKETING COLLATERAL VALENTINE'S DAY THEMED FLYERS







Freedom Gala Program



