

# You can Raise the Roof for Survivors of Modern Slavery



[sistersofcharityfoundation.org.au/raisetherooft](https://sistersofcharityfoundation.org.au/raisetherooft)

## Email Templates

As a Raise the Roof Ambassador, your voice will help generate awareness about modern slavery and raise funds for the Sisters of Charity Foundation and The Salvation Army's Modern Slavery Transitional Housing Program.

As our Ambassador, you are taking a public stance against modern slavery in front of your colleagues, friends and family.

## Email Suggested Copy

**Save the Date: Send one month before campaign / event date**

Subject line: Help me support survivors of modern slavery on **[INSERT DATE]**

Dear **[NAME]**,

I am stepping up as an Ambassador to Raise the Roof for survivors of modern slavery and human trafficking in Australia.

Did you know that there are approximately 50 million people in slavery throughout the world today? That's more than at any other time in human history.

1 in 4 are children. 54% are women and girls. 27.6 million are in forced labour. 22 million are in forced marriage. **And 41,000 are in Australia.**

Access to safe, quality housing is fundamental to helping traumatised people make a new start. On **[INSERT DATE]** I'm helping the Sisters of Charity Foundation and The Salvation Army assist survivors to [set up their own home](#), giving them a chance to rebuild their lives and become independent.

With our help more survivors can become fully engaged and contributing members of our communities. I would be grateful if you would also get behind the [Raise the Roof campaign](#), so together we can have an even greater impact.

Thank you,

**[YOUR NAME]**

**Invite: Send one week prior to your event**

Subject line: Your invite: [EVENT NAME] to raise awareness about modern slavery

Dear [NAME],

There are approximately 50 million people in slavery throughout the world today, more than at any other time in human history. Even though 41,000 of those people are trapped in slavery-like conditions in Australia, awareness about this important issue is low.

As a [Raise the Roof](#) Ambassador, on [DATE AND TIME] I'm hosting a [EVENT NAME] at [LOCATION] to raise awareness about modern slavery and human trafficking in Australia. Please join me to [learn about the issues/discuss supply chain solutions/hear from our guest speaker].

I'll also be supporting the [Raise the Roof](#) campaign to help survivors set up their own home and rebuild their lives – will you join me by making a donation?

Thank you,

[YOUR NAME]

**Invite reminder: Send day before / morning of your event**

Subject line: Invite reminder: [EVENT NAME] to raise awareness about modern slavery

Dear [NAME],

As a [Raise the Roof](#) Ambassador, on [DATE AND TIME] I'm hosting a [EVENT NAME] at [LOCATION] to raise awareness about modern slavery and human trafficking in Australia. Please join me to [learn about the issues/discuss supply chain solutions/hear from our guest speaker].

I'll also be supporting the [Raise the Roof](#) campaign to help survivors set up their own home and rebuild their lives – will you join me by making a donation?

Thank you,

[YOUR NAME]

**Reminder/Call to Action: Send one week before campaign / event date**

Subject line: Let's Raise the Roof on **[INSERT DATE]**

Dear **[NAME]**,

As a Raise the Roof Ambassador, on **[INSERT DATE]** I'm making a donation to help survivors of modern slavery and human trafficking in Australia set up their own home.

I'm asking you to join me and donate to [Raise the Roof](#). Here's the difference your donation can make:

- **\$27** is the hourly living wage, the lowest hourly rate a person can live on. A living wage means you can do more than just cover everyday essentials and survive.
- **\$50** covers an average daily rental payment.
- **\$350** covers an average weekly rental payment.
- **\$1,500** can provide basic furnishings.
- **\$2,000** funds an hour of casework support each week to help a survivor grow their independent living skills.
- **\$3,500** can fund basic furnishings and cover the rental bond.

Together we can have an even greater impact, and help more survivors rebuild their lives.

Thanks for your support,

**[YOUR NAME]**

**Reminder/Call to Action: Send day before / day of campaign / event date**

Subject line: Help Raise the Roof **[today/tomorrow]**!

Dear **[NAME]**,

**[Today/tomorrow]** I'm making a donation to help survivors of modern slavery and human trafficking in Australia set up their own home – visit [Raise the Roof](#) to join me. Here's the difference your donation can make:

- **\$27** is the hourly living wage, the lowest hourly rate a person can live on. A living wage means you can do more than just cover everyday essentials and survive.
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Thanks for your support,

**[YOUR NAME]**