

BASED  
ON THE  
GLOBAL  
BESTSELLER BY  
PATRICIA  
MCCORMICK



# SOLD

MOBILIZATION KIT



# SOLD

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**“ People were created to be loved and things were created to be used. The reason why the world is in such chaos is because things are being loved and people are being used. ”**

— Dalai Lama

Dear Friend,

We are excited and happy that you have downloaded this mobilization PDF to take action to address the global crime of modern day slavery. The first step is to learn the terrain by educating yourself, something this PDF seeks to do. The next step is to figure out what you feel called to do; this part is up to you and your personal passions or sense of duty. We created SOLD to spread awareness and raise funds for many different organizations. Please consider showing SOLD as a fundraiser to help effect real change on the issue of sexual slavery. Whether this is your first time hosting an event like this, or you are a seasoned fundraiser, we want to thank you and express our gratitude for your efforts. By raising awareness and inspiring others, you will become part of the solution...Thank you for daring to be the light which illuminates the dark, hidden world of modern-day slavery! It will take many of us working together to create significant change on this issue.

**“ Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has. ”**

— Margaret Mead

We envision a world where children are safe from harm. Global sex slavery poses an enormous threat to children and their well-being; one of the best ways to keep children safe is to provide them with an education. Keeping children in school is the best way to prevent them from being trafficked. If a child is able to attend school until age 16, their chances of being trafficked drops 80%. There are many wonderful non-profits that support education, many of which specifically prioritize girls. Examples of such organizations include Save the Children, Childreach International, Room to Read, Pratham and there are many other organizations in this space as well. However, not all nonprofits are as effective, so make sure you have full confidence in an organization before you donate or fundraise for it. The following websites rate organizations to help donors navigate the world of nonprofits:

[Guide Star](#)

[Great Non-profits](#)

[Charity Navigator](#)

When we made SOLD, we met over two thousand girls who had been rescued from sexual slavery at seven non-profits in Nepal and India. Most of these children could not go back home because of the shame and stigma of what had happened to them. Some of these girls had contracted AIDS or HIV and others were mothers even though they were young teenagers themselves. In addition to educating vulnerable children as a tool to prevent trafficking, we are also committed to helping survivors of human trafficking return to a life of freedom, dignity, and hope. When survivors heal and are given vocational training, they are given a path to lasting freedom. As a result, many survivors become the fearless advocates and leaders who are willing to risk their own lives to make a difference in the lives of others.

Patricia McCormick's novel, SOLD, was a call to action for us and we hope our film will be a call to action for many others. It is our goal that the film SOLD is translated, as the book has been, into many languages in order to reach and inspire a wide global audience to take action on this issue. We hope the book and film together will inspire youth, adults, communities and countries to work together actively towards freedom, gender and economic parity for everyone. We hope you will use our film to raise funds to protect vulnerable children. The world's children are our collective responsibility. They are our future.

**“ I call for a march from exploitation to education, from poverty to shared prosperity, a march from slavery to liberty, and a march from violence to peace. ”**

— Kailash Satyarthi, Nobel Peace Prize Laureate



## ABOUT THE FILM

SOLD is a narrative feature film adaptation of the globally acclaimed novel by Patricia McCormick. After being offered a job in India, a young girl, Lakshmi, leaves her home in a rural village in the Nepali Himalayas. However, upon her arrival in Kolkata, she soon realizes the terrible truth: she has been trafficked into a prison brothel, where she must struggle daily to survive against impossible odds. An American photographer (Gillian Anderson) hears her cries for help and enlists a local NGO (Hope House) to spearhead a dangerous mission to rescue her. Finally, Lakshmi must risk her life for a chance at freedom. SOLD is a testament to the resilience of the human spirit and a call to action for audiences worldwide.

**“The harsh reality of our times is that slavery still exists in its cruelest forms. SOLD is a reflection of our failures in society, polity, religions and constitutions. Let us be angry and let us use our anger to change the world...”**

— Kailash Satyarthi, Nobel Peace Prize Laureate



“ If you are neutral in situations of injustice, you have chosen the side of the oppressor. ”

— Desmond Tutu

## OUR INITIATIVES

SOLD, Childreach Nepal, and the *Taught Not Trafficked* campaign are working together to rebuild schools destroyed in the 2015 earthquakes in Nepal. The earthquakes destroyed 32,000 classrooms, leaving over 1 million children in Nepal without schools to attend. Through our efforts so far, 86 classrooms have been rebuilt. Our goal is to build more and support programs to keep children in school. To donate to this initiative, click this link: [Donate to Classrooms](#)

In partnership with Hope House and Head First Development, SOLD is raising funds to complete Hope House, a safe boarding facility for sex-worker children and their mothers. This effort stops the second generation trafficking of the children of sex workers.

[Donate to Hope House](#)

Partnered with the Art of Living Foundation and the Care for Children Initiative, SOLD is raising funds to build boarding school facilities for the children of sex workers such as Project Udaan.

[Donate to Project Udaan](#)

Currently, Care for Children runs 425 schools for the poor throughout India. These children receive an education and are protected from trafficking.

[Donate to Care for Children](#)

SOLD is helping to raise funds for the iRest Institute to heal survivors with PTSD and to train some of them as certified teachers of iRest, a trauma informed Yoga Nidra which stabilizes PTSD.

[Donate to iRest Human Trafficking Relief](#)

Partnering with Nest, we are fundraising to provide vocational training to survivors and provide them with marketable skills to help them establish lives in freedom.

[Donate to Build a Nest](#)

To help you be successful at making a difference we've developed a number of materials and tools:

- Photos, Re-writable Flyer & Downloadable Trailer for Screening Promo:

[Downloadable Photos](#)

[Promo kit](#)

You can download the poster, a re-writeable flyer for printing or Facebook posting, and the trailer to promote your screening:

[Hi Res SOLD Poster](#)

[SOLD Postcard](#)

“ Film is incredibly democratic and accessible, it’s probably the best option if you actually want to change the world, not just re-decorate it. ”

— Banksy

## BACKGROUND INFORMATION

Sex-trafficking and labor trafficking together enslave an estimated 21 million people on the planet, according to the International Labor Organization. Trafficking poses a danger to both men and women. Although women are exploited significantly more frequently than men, trafficking is a danger that affects everyone, especially children. Globally, the average age of children trafficked into sexual exploitation is thirteen to fourteen years old. The ILO further estimates that 5.5 million new children are exploited for sex and labor in the world each year. Trafficking is big business; it produces 150 billion dollars in illegal profit every year.

Being trafficked is a horrifying, inhumane, and scarring experience for any victim. Traffickers often approach potential victims with fictitious job offers that the victims, who are living in abject poverty and desperate to support his or her family, will accept. From then on, traffickers use debt bondage and violence against both the victim and his/her family to force victims to comply. To maintain control, traffickers withhold passports, lock doors, and keep their victims as prisoners.

Additionally, this kind of modern slavery is increasingly widespread; it occurs on every continent and in every city in the world. It is not just something that happens “over there.” Human trafficking has been reported in all 50 states in the U.S. and victims can be male or female. In the U.S., the children most vulnerable to trafficking are: undocumented immigrants, children with an incarcerated or drug addicted parent, gay, transgender, runaways and children in the foster care system. However, the truth is that anyone can be trafficked. Children can be kidnapped in shopping malls and traffickers troll social media to find children. In the US there are no official numbers of how many minors are sexually exploited, but estimates are over 100,000 new children every year. As a result, more people are enslaved today than at any other time in human history.

Through increased global awareness, more support will go towards organizations making strides to solve this issue. This is one of SOLD’s principle objectives. The Freedom Movement is gaining momentum through film, art, social media, and political activism. Every year more governments, foundations, nonprofits, and individuals around the world are addressing this issue.

In Sweden, the government created a model called the Nordic Protocols. By punishing sex buyers and traffickers, decriminalizing sex workers, and offering services for victims to transition out of selling sex, Sweden has almost eradicated trafficking and prostitution. Many other countries have started to see how they can also adopt this approach. The following link describes this in detail: [Ending Demand](#)

Note: This is not the same as legalizing prostitution, which has been shown to actually increase illegal trafficking.



## HOSTING A SOLD SCREENING MAKES YOU PART OF THE SOLUTION:

The next part of this document is broken up into sections:

1. How to Host a Screening
2. Advance Planning

### HOW TO HOST A SCREENING

#### Step One: Reaching Out, Garnering Support, and using Promotional Materials

1. Reach out to a local Task Force to End Human Trafficking. Invite them to attend and assist with the event because they will know all the organizations in your city working on the issue.
2. If you are holding a fundraiser for a charity, contact their development person and work with her/him to fill your screening.
  - a. Many corporations offer matching CSR funds (corporate social responsibility) which can double or triple employee donations. Consider hosting a screening at your company or corporate retreat.
3. Reach out using social media to mobilize community groups such as:
  - a. Junior Leagues, Soroptimists, National Charity League Chapters, Zonta International supporters, community leaders, women's rights groups, faith based communities, YPO (Young Professional Organizations), Salvation Army Chapters, Rotary Clubs, Rotaract Clubs, sororities, fraternities, Lions Clubs, mother daughter book clubs, United Way Supporters, and movie clubs.
4. Try partnering with other organizations; they might contribute time, resources, a screening venue, food/beverages, funding, or an informed and compelling guest speaker
  - a. Keys to Approaching Partners:
    - i. Help them understand how your screening can expand their base of support and raise funds for their work.
    - ii. Let partners know that they will be publicly thanked at the event and that their marketing materials will be displayed on your outreach table.
    - iii. Often local restaurants and beverage companies will donate food if you promote them and thank them.
5. If there is strong support for the cause among your audience members, refer them to the following PDF: [Circles of Change](#)
  - a. It instructs concerned citizens on how to mobilize to end trafficking in your city.
6. Promotional Materials:
  - a. [Downloadable trailer](#) to post to Facebook or home page of organizations:
  - b. For a [poster image](#) or photos to use when creating personalized invitations:
  - c. [Downloadable animated trailer](#)



## Step Two: Booking a Movie Theatre

1. You can use Tugg:
  - a. Tugg is a service that eliminates the screening fee for organizers and sets up screenings of independent films in local theaters. Tugg coordinates the logistics for the event and gives you a personalized event page on which people can buy tickets and even make donations beyond the ticket price.
    - i. Unlike traditional movie screenings, screenings will only take place if a minimum number of tickets are reserved ahead of time (typically half of the seats in the venue).
    - ii. You must get people to commit so the showing will happen!
  - b. When you request the venue through Tugg, you can request a table or microphone(s) and the extra time needed to fundraise or do a Q &A. You will need 30 minutes after the film ends.
  - c. Submit an [online request here](#).

## Step Three: Community and Educational Screenings

1. You can purchase a license to show either version of the film (90 or 50mins PG-13) complete with an educational guide or, if you are a school, you can purchase the film for \$95 from [Roco Films](#).
  - a. This is also a great option if you have a community venue in which you would like to screen the film.
  - b. The public performance license to screen the film ranges from \$350-\$800 depending on estimated attendance and whether or not tickets are sold at the event. This option requires event to be planned by the host group or individual.
    - i. Many groups in the past have partnered with a local business to "sponsor" a screening to cover the licensing fee. The benefit of this option is that all ticket sales or donations raised at the event will go directly to your charity organization without deductions.

## Step Four: Allocation of Funds You Have Raised

1. Congratulations! At this point, you have hosted a successful screening of SOLD and raised funds to end human trafficking! Here are some options to help you decide where to donate the funds:
  - a. To re-build schools in Nepal and to bring vocational training and healing to survivors donate to the [Taught Not Trafficked Fund](#).
  - b. If you are interested in one of our other partner organizations, go to [SOLD Partner Organizations](#)
  - c. If you are interested in a local organization that rescues children from traffickers or provides education, healing, or vocational training, contact them, visit them, and vet them online. Find out how to best support the organization you choose by connecting with them.
    - ii. They may need funds, volunteers, computers, donated clothing or other forms of support.
    - iii. The key is to continue to ask questions of these organizations to find out what is really needed before you move into action.

## ADVANCE PLANNING

### Four Weeks in Advance

#### Set Your Date/Time

- Before choosing a date, be sure to avoid major events taking place on the same day.
- Make sure you have adequate space and screening facilities
- You may want to involve a few friends to co-host this event with you

#### Begin Promotion

- Use social media to bring more people to your screening
  - Create a Facebook Event Page
  - Use the promotional materials via social media
- You can add details about the organization that you are raising money for as well.
- Sample Facebook posts you can share:
- Keep children in school until sixteen and their chance of being trafficked drops by 80%. Help SOLD prevent trafficking through education! Buy tickets and request a screening at: [soldthemovie.com/screenings](http://soldthemovie.com/screenings) #Taughtnottrafficked
  - Support GILLIAN ANDERSON in her mission to end child trafficking, spread the word! Request SOLD to come to your local theater or community at [soldthemovie.com](http://soldthemovie.com) screenings @soldmovie, #Taughtnottrafficked
  - Together let's shine a light @soldmovie, #Taughtnottrafficked, #Daretobethelight, #Endchildtrafficking
- You can reach out to a local paper for an op-ed to advertise

#### Arrange for Local Guest Speaker(s)

If you'd like you can arrange for a local guest speaker (such as a non profit founder or human trafficking survivor) to introduce the film and lead the Q &A afterwards, make sure they understand how to facilitate.

- Keep your audience engaged by keeping things concise.
- Welcoming and introducing the speaker: tell the audience briefly why you felt compelled to share SOLD with them.

If you are planning to fundraise, do your ask immediately following the film after a brief introduction of the beneficiary organization.

Make sure you have the time needed following the film booked at your venue.

- You will need 30 minutes: fifteen minutes for your pitch and fifteen minutes for the Q&A.
- Prepare your ask, rehearse it. Some people are very experienced at asking for money. If you are shy about asking for money, get someone who loves doing this on your side.
- Remember that you are giving your audience the gift of meaningful action when they make a donation. They are taking a stand for vulnerable children and freedom.

## The Invitation

We recommend using a free electronic invitation service that can track RSVPs, such as [evite.com](http://evite.com), [eventbrite.com](http://eventbrite.com), or [meetup.com](http://meetup.com). You can also send emails or text messages.

- If you are using Tugg they will handle these logistics.

Include a link to SOLD's website and movie trailer and be prepared to accept 30% more RSVPs than you have space for because about 30% drop off.

- If you are screening on a college or high school campus, invite 50% more people than you have capacity for.

Invitations should go out to your address list, listservs, Facebook, Twitter, Instagram and all other related social media platforms. Hopefully, you can bring on partners who have large lists of individuals likely to be interested as well.

- What to Include:
  - Who, What, Where, When, RSVP date, and type of food and refreshments served (ex. light snacks provided)
  - Ticket price (if any) and suggested donation amount (if any)
  - Name and title of guest speaker(s)
  - Fund or organization you are supporting with the event
  - You can add a silent auction if local vendors donate auction items
  - Directions, parking instructions, including a map link
  - Phone number, email and name of contact person



Photo by Lisa Kristine



## Three Weeks in Advance

### Find Volunteers

- Find some (3- 5 or more) reliable friends or volunteers to help. This will make life easier and guarantee success especially if you are serving food and drinks or doing a fundraiser or hosting a silent auction.

### Resend Invitations

- Resend your invitations via email, with a web service, and/or snail mail. Remind Facebook and Twitter friends about your Facebook event page.

## Two Weeks in Advance

### Food and Beverages:

- Plan all food and drink items you will serve at the screening.
- Often you can get drinks and food donated if you promote the vendor when offering the food. Tell them why you are doing this and what charity you are supporting with your event.

### Set the Agenda

- Confirm guest speaker(s) who will introduce the film and/or lead the discussion and make the call for action.
- Confirm the time, date, and location with your guest speaker. Ask the guest speaker how they would like to be introduced, so you can be prepared.
- Let attendees know who will be speaking and for how long. Everyone should know the event schedule.

### Sample Event Agenda

1. Arrival, sign in/drinks/silent auction – 20 minutes
2. Welcome, Introductions – 5 minutes
3. Show film – 50 mins. for PG 13 version/90 mins. full length version
4. Call to action/ask for donations – 15 minutes
5. Q&A Discussion/WrapUp – 15 minutes

## One Day in Advance

1. Send final reminder on Facebook Event page
2. Send final email reminder
3. Remind guest speaker(s)
4. Last check-in with screening venue to assure proper setup, table, microphone(s), etc.
5. Check A/V equipment

## DETAILS

### Site Logistics

#### Parking

Make sure you have adequate and clearly marked parking, and let folks know the nearest bus stop or train station if there is one.

#### Signage

Tape a sign or place the movie poster at the front door.

#### Tables

Place your sign-in and outreach tables where they will allow for easy access and audience flow.

#### Food

Aim for a low or no-waste event with reusable plates, glasses and napkins, along with clearly marked recycling and landfill bins.

#### Chairs

Do you have enough seats for everyone?

#### Lighting

If your screening takes place during the day can you block out sunlight? A pre-screening sound check is always a good idea.

### Discussion: Preparing Yourself

You don't need to be an expert to facilitate a discussion, but the more personal this is for you, the more effective you will be at helping to raise funds.

A film like *SOLD* can raise a wide range of emotions and questions from the audience. If you are doing this in your high school or college, ask an experienced teacher or counselor to do the event with you. The educational guide provides excellent guidance and resources to ensure a productive dialogue. *SOLD* involves the sexual exploitation and rape of a young heroine as part of the illegal sex trafficking industry. Although scenes that allude to this are not explicit, it is possible an audience member may be triggered by their own experiences. This is especially true of survivors of rape, incest or sex trafficking. If you plan to have a survivor advocate speak after the film, make arrangements for them to watch the film before the screening if possible.

### Follow Up

Consider sending guests thank you notes or emails within 2-3 days of your screening, remind them of your call to action and ask them to sign-up for our email list at [soldthemovie.com](http://soldthemovie.com)

Send us photos from the screening along with testimonials, 'ah ha' moments to post to our [Facebook page](#) and social media.

## MORE WAYS TO GET INVOLVED

There are many ways to get involved. Here are more ideas.

- **Donate** to the Taught Not Trafficked Fund or to any of our **Partner Organizations**
- Find a local non-profit in your city to donate to. Ask your local anti-trafficking task force which organization(s) are located in your area.
- Donate time or resources to a local shelter or safe house for girls and women rescued from human trafficking. Call them to ask what they need in the way of resources, volunteer hours, supplies. Help with their website, donate clothing, computers, legal counsel, dental work, etc. Be an activist and advocate for survivors and organizations working to end trafficking where you live.
- Form a Circle of Change in your own community using the **Circles of Change** PDF from our website.
- Read SOLD in a community group. The novel is a great way to get people engaged. Once you have a committed group engaged, survey the needs of organizations in your area and discuss what kind of a project people want to undertake.
- Engage with art-activism:
- **Lisa Kristine** has a photo exhibit that can travel to your University, Museum or Venue. She also has books with images of modern day slavery.
  - **Lisa Kristine TED Talk**
- Use the Missing Girl Stencil Art Kit to spread awareness. Every 8 minutes a girl is trafficked in India
  - **Save Missing Girls**
- Participate in the **Red Sand Project**
- Join **Stop the Traffik** Campaign to raise awareness in your community.
  - Bring the **Stop the Traffik Gift Box** to your business, church, college or High School Campus.
- Produce a PSA (public service announcement/video) for a local nonprofit that helps children get off the streets and out of "the life."
- Contact **ECPAT** to see what they are lobbying for. Lobby and organize to criminalize sex buyers and pimps and to protect and decriminalize underage victims of trafficking. Find out if your state still criminalizes minors who are sexually exploited or if they have adopted the safe harbor laws to protect foster and at risk youth. Find out how to support ECPAT by contacting them.
- Sign the **United Way Generation Freedom Campaign**, which asks the federal government to increase federal anti-trafficking budget from \$30 million USD (to fight a \$150 billion dollar illegal industry) to \$3 billion USD. Lobby to create the political will to address domestic and international human trafficking.



## Talking points and FAQ's

- We are providing the following talking points to empower you to speak out about this issue but we encourage you to also do your own research.
- Trafficking is the fastest growing criminal enterprise in the world, despite the fact that international law and the laws of 134 countries criminalize human trafficking. (EqualityNow.org)
  - Sex trafficking has been reported in all 50 states.
  - 100,000- 300,000 children are trafficked in the U.S. every year.
  - 21 million (according to the ILO) or 45 million (according to the Global Slavery Index) adults and children have been forced into sexual slavery and labor slavery worldwide- more than at any other time in human history.
- The International Labor Organization estimates that the sex trade generates \$150 billion dollars of illegal profit every year.
  - ECPAT International estimates that 1.8 million minors are forced into sexual slavery each year, internationally.
  - ILO estimates 5.5 million children are enslaved every year into labor and sex slavery.
  - Almost 6 in 10 identified trafficking survivors were trafficked for sexual exploitation.
  - Traffickers target victims through: telephone chat-lines, clubs, knockout drugs, at bus and train stations for runaways, through friends and in malls. Runaways, foster children, illegal aliens, and children with a drug addicted or incarcerated parent are the most vulnerable.
  - If children are kept in school until age 16 they are 80% less likely to be trafficked.
  - Modern day slavery is one of the worst and most prolific human rights violations on our planet today. We must join together to take a stand for freedom.

**“ Every single minute matters, every single child matters, every single childhood matters. ”**

**— Kailash Satyarthi**



Photo by Lisa Kristine

“No one is free until we are all free.”  
— Dr. Martin Luther King Jr.

## ADDITIONAL RESOURCES

- [US Department of State](#): 20 ways to end human trafficking
- The [Polaris hotline](#) has a national 24/7 toll free hot line to report suspicious sightings: (National Human Trafficking Resource Center) 1-(888)373-7888
  - [End It Movement](#)
- [Circles of Change](#) Action Guide, using the successful model of Stolen Youth as a template for change
- Take the survey to learn more about [labor slavery](#)

**Buy Products to Support Survivors:** 15% donated to our campaigns. [Shop for Freedom](#)

**Learn More:** [Here is a full list of partners](#) and [here is a list of our advisors](#)

“No one shall be held in slavery or servitude; slavery and the slave trade shall be prohibited in all their forms.”

— Universal Declaration of Human Rights Article 4

## BOOKS

Sold by Patricia McCormick

Blood and Earth: Modern slavery, Ecocide and the secret to Saving the World by Kevin Bales

A Crime So Monstrous: Face-to-Face with Modern-Day Slavery by E. Benjamin Skinner

Half the Sky: Turning Oppression into Opportunity for Women Worldwide by Nicholas D. Kristof and Sheryl WuDunn

Girls Like Us by Rachel Lloyd

Terrify No More: Young Girls Held Captive and the Daring Undercover Operation to Win Their Freedom by Gary A. Haugen and Gregg Hunter

## STUDIES

Estes, J. & Weiner, N.A. (2001). The Commercial Sexual Exploitation of Children in the U.S., Canada and Mexico. Executive Summary (Of the U.S. National Study). Philadelphia, PA

Westat. (2007). New York Prevalence Study of Commercially Sexually Exploited Children. New York: Gregg, Petta, Bernstein, Eisen & Quinn.

## BLOGS

CNN's The Freedom Project Blog

Human Trafficking Blog

Free the Slaves Blog

Human Trafficking Center Blog