

ARTIST APPEAL GUIDE

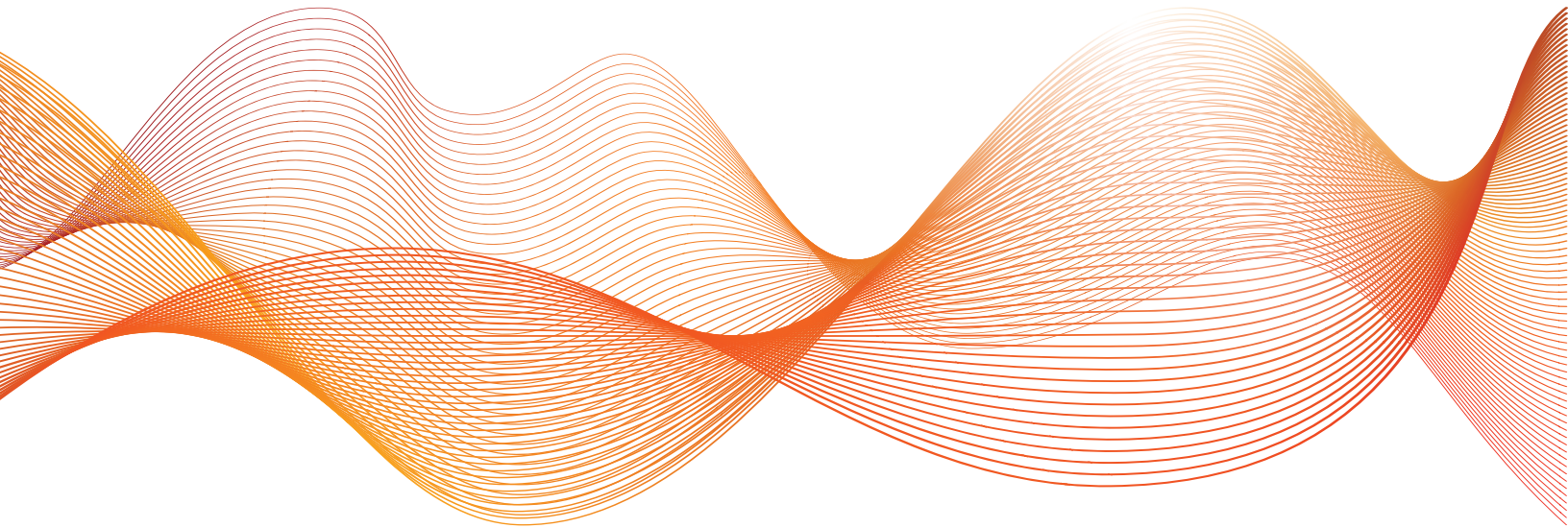
Your
voice
=
kids
rescued

Crafting your stage appeal to empower rescue and freedom

Destiny  Rescue®
RESCUING CHILDREN

What you share from
the stage is what
inspires your audience
to join the fight for kids.

**This is why ensuring
your audience appeal is
stage-ready is crucial.**



This guide contains everything you need to prepare an appeal that represents Destiny Rescue's work honestly and powerfully.

- Appeal **checklist**
- Appeal **outline**
- **One-liners** you can incorporate
- **Scripture** that supports this mission

Questions? Reach out any time to our Vice President of Artist Relations at Kris.Thompson@destinyrescue.org.



Appeal Checklist

We've created the following checklist so you can ensure you're giving the best possible appeal that both reflects you and the work of Destiny Rescue well.

For your appeal, we ask that you ensure that each of these boxes is checked.

IS IT IN YOUR OWN WORDS?

Your audience came to see YOU. Ensure your appeal is coming from your own words and heart. Sharing your personal passion about the mission is one of the most effective things you can do in your appeal!

STORIES OVER STATISTICS?

Although numbers can be powerful, we've found they're never as effective as stories! **We recommend sticking to only sharing the "one million stat" (more than one million children are estimated to be trapped in commercial sexual exploitation worldwide today).** We believe this is the only stat you need to share to demonstrate the magnitude of the problem. From there, we recommend utilizing the stories we provide in the Artist Media Library as a focal point.

DESTINY RESCUE REFLECTED ACCURATELY?

In the Welcome Guide, make sure to read through the ABOUT DESTINY RESCUE section to ensure everything you're saying about the mission and work of Destiny Rescue is accurate. You can also reference this information in the Artist Media Library at destinyrescue.org/artist.

NOTE: *We do NOT rescue children in the United States. We raise funds and awareness in the United States, but currently God has opened doors and led us to rescue children in other countries. There are many wonderful organizations helping children in the U.S., and we're thankful to be joined in this fight for all kids across the world to live in freedom.*

REALISTICALLY EXPRESS THE USE OF THE FUNDS?

Rescue Partner funds empower our rescue agents to search for children trapped in the sex industry and rescue them (covering things such as the rescue of the kids, transportation, surveillance and coordinating raids with law enforcement).

Rescue Partner funds also help equip kids to stay free. Each child who enters Destiny Rescue's reintegration program receives a personalized Destiny Rescue Freedom Plan™ (including components such as a safe bed, food, urgent health needs, vocational training, education, trauma resilience training and spiritual growth).

IS THE CALL TO ACTION CLEAR AND ACCURATE?

A Rescue Partner is someone who commits to donating any monthly amount to help rescue children from sexual exploitation and human trafficking and equip them to stay free.

We ask the donor to commit to partnering with Destiny Rescue for as long as they can.

Even though it's any monthly dollar amount, we ask that you suggest these dollar amounts from stage as examples: **\$40, \$50 and \$100.**

See the appeal outline below for an example of what you could say for your call to action. This includes the instructions to become a Rescue Partner, which are very important!

Appeal Outline

We know you're a gifted communicator and we want you to share your appeal in your own words and from your heart! This outline is an example of how an appeal could be structured that accomplishes all the checklist items above. We know you can accomplish this while still making your appeal be uniquely YOU.

INTRO

- Thank your audience for coming to your show.
- Tell them you want to shift gears for a moment to discuss something that is very important to you.
- Share your WHY:
 - Why are you passionate about ending child sex trafficking?
 - Why do you want this world to be free from this horrendous evil?
 - Encourage your audience to join you in this fight.

THE PROBLEM - HUMAN TRAFFICKING

- Human trafficking is a global problem.
- It affects every country in our world.
- Human trafficking is one of the fastest-growing industries in the world.
- At least one million children worldwide are estimated to be trapped in commercial sexual exploitation today.

GOD CARES ABOUT THIS INJUSTICE

- Psalm 82:3-4 (NLT, emphasis added)
 - **Give justice** to the poor and the orphan; **uphold the rights** of the oppressed and the destitute. Rescue the poor and helpless; **deliver them** from the grasp of evil people.
- Jeremiah 22:3 (NLT)
 - This is what the Lord says: Be fair-minded and just. Do what is right! Help those who have been robbed; rescue them from their oppressors...

GOD WANTS HIS PEOPLE TO CARE TOO

- God wants His people to stand up for those who can't stand up for themselves.
- He wants US to help them get justice.
- The entire Bible is a RESCUE STORY of God rescuing us from sin.
- We have been rescued to rescue others.
- We have been restored to restore others.

DESTINY RESCUE

- I'm partnering with an amazing organization called Destiny Rescue.
- **Mission:** to rescue children from sexual exploitation and human trafficking and equip them to stay free.
- **Vision:** to play a leading role in ending the sexual exploitation and trafficking of children in our lifetime.
- They have rescued over [**INSERT NUMBER**] survivors, most of whom are children.
- Trained agents go undercover into some of the darkest places on the planet in search of children who are being trafficked and exploited.
- Once identified, they work to free them.

RESCUE STORY

- Share a rescue story of choice (see options in the Artist Media Library, which include coordinating presentation slides - you could also choose to show a survivor video).

FREEDOM

- Destiny Rescue not only rescues the kids but also equips them to stay free.
- They help meet the children's immediate needs, such as a safe place to stay, food and urgent health needs.
- The best route is then chosen for survivors:
 - Sometimes children are reunited with his or her family if it's a safe option.
 - Or they find a safe long-term place for the child to live whether in Destiny Rescue's care or with another like-minded organization or government-run home.
- When a child enters Destiny Rescue's care, a personalized Freedom Plan is developed for the child.
- This plan focuses on decreasing the vulnerabilities that led to the exploitation and, at the same time, providing new opportunities to equip her freedom (such as vocational training, education, trauma resilience training and spiritual growth).

FREEDOM STORY

- Share a freedom story of choice (see options in the Artist Media Library, which include coordinating presentation slides - you could also choose to show a survivor video).

SHOW VIDEO

- Share an inspiring video of your choice from the Artist Media Library.
 - Examples we've seen work well:
 - ASP appeal video
 - "Do Something"
 - "Red Shoes"
 - Any of the one-minute spot videos

THE CALL TO ACTION

- **Inspire**
 - You've heard some incredibly moving stories tonight of rescue and hope.
 - You know why this is possible? Because of people just like you!
 - RIGHT NOW, there are at least one million children trapped in sexual slavery.
 - These kids need you and me to respond. If we don't do something today, these kids will continue to live in abuse.
 - You can change this for them.
 - You could be the reason a child gets rescued and starts living out their God-given destiny.
 - You can choose to do something tonight to send rescue to kids by becoming a Rescue Partner.
 - I personally chose to be a Rescue Partner because I believe **[share personal WHY]**.

- **Become a Rescue Partner**

- By becoming a Rescue Partner, you will be the reason a child like **[INSERT SURVIVOR NAME]** is rescued every month and equipped to stay free.
- A Rescue Partner is someone who commits to faithfully give any monthly amount to help rescue children out of sexual exploitation and human trafficking and equip them to stay free.
- I'm asking you to prayerfully consider giving your best yes.
- For some of you, that's \$40 per month.
- For others, it's \$50 a month.
- Some of you can give \$100 or more.

- **Rescue Partner packs**

- I want you to do something bold.
- Would you put your hand up if you are ready to do something and join God in rescuing children?
- An usher or volunteer is going to come around and hand you a Rescue Partner packet.
- Inside will be an envelope that says, "Rescue Starts Here".
- Fill out your monthly commitment and contact details.

- You can give your first gift tonight by cash, check or credit card, and we would like to thank you with this special gift of **[INSERT PREMIUM THANK YOU GIFT]**.
- You can also sign up by scanning the QR Code on the screen
- Once you've filled out your Rescue Partner application, give it to an usher or volunteer or take it to the Destiny Rescue booth in the **[INSERT WHERE IT/THEY IS/ARE LOCATED]**.

THANK YOU

- Many children are going to be rescued and live out their God-given destinies because of YOU!
- This issue is very important to me, so let's give a big round of applause for those who joined this fight for kids tonight!

NOTE: Maybe at the end of the night, you can share the number of Rescue Partners that signed up, saying, "Kids will be rescued because of you." Maybe during this final plug, more people will sign up to rescue kids!

One-liners

You can incorporate any one of these powerful one-liners into your appeal.

- **You have been rescued to rescue**
God sent His one and only Son into the world to rescue us from our sin and give us life. We have been rescued from death, and we now have the privilege and responsibility to help rescue others from darkness.
- **You have two choices: do nothing or do something**
We can be aware of the dark and do nothing, or acknowledge the dark and lean in to how God would have us play our part in helping rescue kids.
- **One child is too many; one night is too long**
We would go to extreme lengths to help even just one child from enduring another night of horrific abuse. Every child is worth the risk and worth the cost.
- **Dare to enter the darkness to bring a child into the light**
We need to be willing to face the dark reality of trafficking rather than ignore it to rescue as many kids as possible.
- **A child's bed is meant for sleep, not work**
No child should ever expect that their bed is a place of abuse.
- **If we don't get to her tonight, someone else will**
Every night we don't get to her, the more times she's abused.
- **Exploitation is robbing children of their childhood; you can change this for them**
Child trafficking and exploitation rob everything from kids. After rescue, they can learn what it means to play and be a child again.
- **Your "yes" matters**
God has a unique calling on everyone's life. No one's calling is exactly like yours, and your "yes" could have an impact beyond what you could ever imagine, especially in this fight.

- **Good intentions get lost, and with it, so does she**
Talking and thinking about helping kids won't do anything unless we are moved to action. It's when we respond that kids are rescued and begin healing and child sex trafficking can end.
- **Child sexual exploitation is evidence of hell on earth; you can be the evidence of God's Kingdom on earth**
Children being repeatedly sexually abused as a product is one of the most heinous, evil things on the earth and is evidence of sin and the fall of mankind. God's people rising up to liberate these children is a reflection of God's Kingdom and His nature to rescue and restore. As His ambassadors on earth, we represent Him most when we are doing what He does.
- **You can be the difference**
You sending rescue could be the difference for the next child. Rescue is not possible without people like you empowering the mission.
- **Do for one what you wish you could do for all**
There are thousands upon thousands of exploited children, which can be overwhelming. But may we do for one of them what we wish we could do for all of them.
- **Every child is worth the risk and worth the cost**
We would do anything to rescue our own children from such horror. May we value every child the same and let her know she is worth the risk and cost to rescue.
- **Usher children out of the darkness of exploitation and into the light of freedom**
You can rescue a child out of a hellish, dark reality and empower her free, bright future.

Scriptures

God has a lot to say about the issue of justice and the importance of His people taking a stand for those being exploited. We've provided some powerful truths from Scripture that can help you connect God's people to His heart for justice.

Psalm 82:3-4 (NLT)

Give justice to the poor and the orphan; uphold the rights of the oppressed and the destitute. Rescue the poor and helpless; deliver them from the grasp of evil people.

Proverbs 17:15 (NASB)

He who justifies the wicked and he who condemns the righteous, Both of them alike are an abomination to the LORD.

Proverbs 18:5 (NLT)

It is not right to acquit the guilty or deny justice to the innocent.

Proverbs 29:7 (NIV)

The righteous care about justice for the poor, but the wicked have no such concern.

Proverbs 31:8-9 (NLT)

Speak up for those who cannot speak for themselves; ensure justice for those being crushed. Yes, speak up for the poor and helpless, and see that they get justice.

Isaiah 1:17 (NLT)

Learn to do good. Seek justice. Help the oppressed. Defend the orphan. Fight for the right of widows.

Isaiah 61:1-2 (NLT)

The Spirit of the Sovereign Lord is upon me, because the Lord has appointed me to bring good news to the poor. He has sent me to comfort the brokenhearted and to announce that captives will be released and prisoners freed. He has sent me to tell those who mourn that the time of the Lord's favor has come, and with it, the day of God's anger against their enemies.

Jeremiah 22:3 (NLT)

This is what the Lord says: Be fair-minded and just. Do what is right! Help those who have been robbed; rescue them from their oppressors....

Micah 6:8 (NIV)

He has shown you, O mortal, what is good. And what does the Lord require of you? To act justly and to love mercy and to walk humbly with your God.

Luke 11:42 (NLT)

“What sorrow awaits you Pharisees! For you are careful to tithe even the tiniest income from your herb gardens, but you ignore justice and the love of God. You should tithe, yes, but do not neglect the more important things.

On behalf of the King and the kids,

Thank you





destinyrescue.org