



Thank you for wanting to participate in a **RISE UP FOR CHILDREN** Demonstration. We at O.U.R. truly believe your voice and influence will help inspire others to join us in the fight against modern-day slavery.

WHAT IS RISE UP FOR CHILDREN?

RISE UP FOR CHILDREN is an awareness campaign initiated by Operation Underground Railroad. It was inspired by Founder and CEO Tim Ballard's remarks he made in [this video](#) on Sunday, July 12. Child trafficking is not a conspiracy theory. It is the fastest-growing criminal enterprise in the world. 2020 has been a horrific year for our children. Since COVID-19 hit, The National Center for Missing & Exploited Children (NCMEC) has experienced a [90.46% increase in CyberTipline reports](#) between January - June 2020 versus the same time period in 2019, and the numbers are rising.

HOW WILL THESE DEMONSTRATIONS BRING AN END TO HUMAN TRAFFICKING?

We will not let these children continue to be overlooked. Because these vulnerable children cannot rally up to fight for themselves, we need to stand up and be their voice. It's time for us to RISE UP and GET LOUD for them now.

Demonstrations help raise awareness about child trafficking and the importance of government action in the interest of these victims. We encourage everyone to take action to prevent this heinous crime.

Here are some guidelines and resources that we hope will help you have a positive and impactful experience when you RISE UP!

1. Take the Pledge of Commitment

By registering as a participant of this O.U.R. event, you are agreeing to the following:

My Commitment as a Participant in the RISE UP FOR CHILDREN Demonstration

I understand that my participation in this demonstration means that I will be a representative of O.U.R. during this event. The phrases I say and the messages I write on any signs will accurately reflect the fight against child sex trafficking. I will commit to being peaceful and positive if I am encountered by anyone who passes by who may be disrespectful to our demonstration. I will strive to keep the environment family-friendly as there may be children participating. I will not shame any companies that have been in recent conspiracy theories, as I understand those



theories are not confirmed. I will not be disrespectful to other recent protests. I will not use the word “DEFUND”.

“Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that.” - Martin Luther King, Jr.

2. Safety Guidelines

Please follow COVID-19 protocol set by your local government leaders. You can look up best practices for group gatherings on your city or county website.

If you are a participant, you will receive email updates from your demonstration leader regarding meeting place and time.

Check the weather before you go! Bring water, sunscreen, and be mindful that there may not be public restrooms available.

3. Demonstration Resources and Ideas

Bring your children and walk with yellow and blue balloons (details below)! Please DO NOT release the balloons or organize a group balloon release, remember that deflated balloons become litter.

Wear our RISE UP T-shirt!! Check out our [online store](#) for O.U.R. gear.

Print and Fill out our [“I Am An Abolitionist Sign”](#) or make your own signs! Remember to keep wording respectful and family-friendly.

4. Understand the Cause

We invite you to learn more about O.U.R. and human trafficking. Our website is ourrescue.org and our blog is ourrescue.org/blog. Check ourrescue.org/riseup for additional ways to RISE UP!

5. Spread the Word in Your Community

Share on social media! Tag us at @ourrescue and use the hashtags #RISEUPFORCHILDREN #RISEUP #GETLOUD #EndHumanTrafficking .



Spread Awareness with Yellow and Blue Balloons

We invite you to use blue and yellow balloons in your front yards, in your neighborhoods, during a demonstration.

Yellow represents O.U.R., and **Blue** represents child abuse awareness and is internationally recognized as the universal color for human trafficking prevention.

Rise UP from Home

We are asking those who are unable to leave their homes to place yellow and blue balloons in their front yard.

Invite everyone you know to participate. When someone asks what they mean, share about the fight against human trafficking. Share ways they can help and encourage our leaders to fight with us.

Ways to expand our impact:

- Talk to local businesses and encourage them to put balloons outside of their establishments
- Talk to your neighbors and invite them to participate.
- Share on local Facebook pages why they will be seeing yellow and blue balloons.
- Collect balloons and have a drive through balloon pick up station on your street for those who are unable to go into stores to get them.
- Create a large display of yellow and blue balloons in an area with high foot traffic with information to learn more about the campaign.

Fill your communities with these balloons and as you do so, it will fill your communities with awareness and hope. Let hope rise.

6. Things to Keep in Mind During the Event

Remember the pledge of commitment you signed. This is a respectful and family-friendly event.

Walk slowly and carefully, especially if you are walking with signs.

You may be asked about the event by local leaders and media. Refer to the FAQ about the campaign at the top of this packet. If you receive any questions about



O.U.R. or human trafficking and are not sure how to answer, please direct them to our website ourrescue.org or email info@ourrescue.org

Tag @ourrescue and use #RISEUPFORCHILDREN #RISEUP #GETLOUD #EndHumanTrafficking so we can see your photos and videos!

CHECK LIST / OVERVIEW

- I have signed the pledge of commitment
- I have researched local COVID-19 protocol + will follow safety guidelines
- I have gathered resources I will need for the demonstration
- I have done research about human trafficking and O.U.R.
- I have spread the word in my community
- I will use blue and yellow balloons and have invited others to do the same
- I have spread the word on social media

Thank you again for deciding to **RISE UP** with O.U.R. to help us end human trafficking. Your impact will bring awareness to many and will help save more children.