

Sunflower Project Chapter Startup Guide

Welcome to the Sunflower Project! Starting a new chapter is an exciting opportunity to help support victims of sexual exploitation and spread awareness in your community. This guide will provide you with everything you need to successfully launch and run your chapter. Thank you for joining our mission to make a difference!

Our Logo: (Feel free to make changes that make it more aligned with your chapter if you would like!)



Step 1: Understand the Mission

The Sunflower Project is dedicated to combating sexual exploitation and raising awareness through education, advocacy, and community support. Our primary objectives include:

- Educating communities about the dangers and realities of sexual exploitation.
- Supporting victims through fundraising and awareness campaigns.
- Advocating for systemic change to address gender-based violence and exploitation.

To ensure you're fully aligned with the mission, start by:

1. **Researching the Issue:** Familiarize yourself with statistics, stories, and case studies related to sexual exploitation. Use resources like government reports, trusted non-profits, and the Sunflower Project's materials.

2. **Connecting to the Cause:** Reflect on why this mission matters to you and your community. This will help you stay motivated and inspire others to join.

Step 2: Plan Your Chapter

Creating a solid foundation for your chapter is crucial to its success. Follow these steps:

1. **Define Your Goals:**
 - Decide on the primary focus areas for your chapter, such as education, fundraising, or community engagement.
 - Set measurable goals, like hosting three events in your first year or raising \$2,000 for the cause.
2. **Build a Strong Team:**
 - Recruit passionate individuals who share your commitment to the cause. Consider roles like:
 - Chapter President: Oversees all activities and acts as the main point of contact with HQ.
 - Event Coordinator: Plans and executes events.
 - Fundraising Lead: Organizes campaigns and tracks donations.
 - Social Media Manager: Handles online presence and promotion.

Host a team meeting to discuss roles, expectations, and your chapter's vision.

3. **Secure Resources:**
 - Identify potential meeting spaces, such as schools, libraries, or community centers.
 - Research local businesses or organizations that might sponsor your chapter or donate supplies.
 - The Sunflower Project used to be a branch of Exploitation Education Institute, and are now partners. Feel free to reference their free resources from their website at: <https://www.exploitationeducation.org/free-resources>

Step 3: Build a Sustainable Chapter

Creating a lasting impact requires consistency and forward-thinking. Follow these tips:

1. **Engage Your Community:**
 - Host regular events to maintain interest and awareness.
 - Partner with local schools, businesses, or organizations to expand your reach.
2. **Track Your Impact:**
 - Keep detailed records of funds raised, events held, and participants reached.
 - Use this data to demonstrate your chapter's success and attract support.
3. **Plan for the Future:**
 - Create a transition plan for leadership changes to ensure continuity.

- Set long-term goals to guide your chapter's growth and impact.
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Contact Us

We're here to help! If you have any questions or need support, don't hesitate to reach out:

- The Sunflower Project Founder & President: Ruhi Yue.
 - ruhiyue09@gmail.com
 - Instagram: y_rruhi
- The Sunflower Project Primary Email: thesunflowerbottledrive@gmail.com

Thank you for your dedication to creating change. Together, we can make a difference!