



Northeast Community College
Norfolk, Nebraska
Community Service Project
2017-2018

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INTRODUCTION: “STOP HUMAN TRAFFICKING”

Purpose of Project

Northeast Phi Beta Lambda (PBL) is an organization dedicated to bettering the local community of Norfolk, Nebraska and the surrounding towns. In addition, the National PBL



goals encourage members to develop projects that contribute to the improvement of the community. To achieve these goals, Northeast PBL created a community service project to impact the devastating effects of human trafficking in Nebraska.

Northeast PBL partnered with The Set Me Free Project of Omaha, Nebraska. This non-profit organization brings awareness and works to abolish modern-day slavery and sex trafficking in Nebraska and Iowa. Due to the horrific nature and increasing prevalence of human trafficking, Northeast PBL decided this non-profit would be the best fit to help educate the local community.



One of the driving forces behind PBL’s motivation to create awareness to this devastating issue is the connection the local president had with his high school classmate, Sydney Loofe, and



her tragic murder. Sydney was involved in a situation that was linked to human trafficking, and social media played a substantial role in putting her in a dangerous situation. Sydney was first missing and unfortunately, after many days of searching, her body was discovered. Because of this, the members wanted to emphasize the dangers that social media presents for everyone no matter what age and location. The Set me Free project became a vital partner in creating awareness

between the dangers of social media and human trafficking in the local community and college campus.

Statement of Project Goals

- 1. To host an event on the Northeast Community College campus to raise awareness for human trafficking. This event will be open to the entire community.*

This event will highlight the dangers of social media and what trafficking looks like with a real-world example. The event's speaker, Stephanie Olson is an author and the CEO/President of The Set Me Free Project. Stephanie leads the The Set Me Free Project to help prevent youth and young adults from ever seeing the “dark” of trafficking. She speaks to women, youth, and families all over the United States on life issues and the dangers of human trafficking.

- 2. Educating the Northeast campus and local community about what they can do to prevent trafficking within their community.*

The Set Me Free Project will work to create partnerships with local Norfolk businesses and conduct on site training of how to create a safe environment for victims to be able to reach out for help.

- 3. Fundraise \$500 for the Set Me Free Project foundation as well as contribute to the memorial scholarship in Sydney Loofe’s name.*

This will be accomplished through a Facebook fundraiser and selling t-shirts.

- 4. Create a social media campaign to raise awareness that human and sex trafficking do happen in small town Nebraska.*



Group members will use social media to share the reality that human and sex trafficking do happen in Nebraska and the small town of Norfolk, Nebraska. The hashtag #traffickingstopswithme will be used in all social media posts. Members will also hang flyers around campus to bring awareness to this issue.

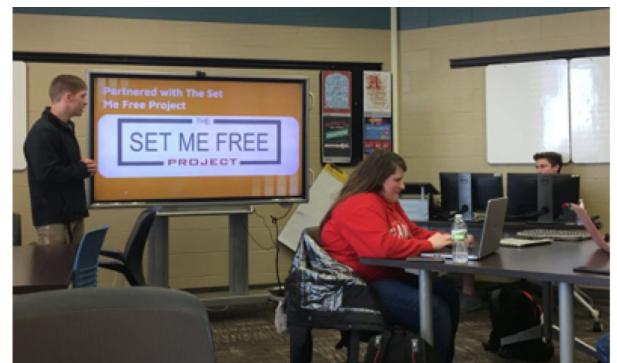
5. To organize an assembly featuring The Set Me Free Project at another local school.

The two Norfolk High School graduates constructing the project will reach out to the high school's principal and attempt to organize a school-wide assembly where The Set Me Free Project will educate youth on dangers and prevention of human trafficking. T-shirts will be sold at this event to generate more revenue for the memorial scholarship and continuation of The Set Me Free Project.

Planning and Development of Project

Northeast PBL wanted to create an impact in the community and the group discussed several ideas to accomplish this. Due to recent events, one idea stayed prominent. In January of 2018, a local woman named Sydney Loofe fell victim to human trafficking. She graduated from Neligh-Oakdale High School, the same high school as the Northeast PBL President.

It was decided to start a campaign to educate others in hopes of preventing this from happening again. After brainstorming ideas, the decision was to reach out to a local non-profit that works to combat the dangers of human trafficking: The Set Me Free Project. The basis of this organization is reaching out to various groups of people and conducting educational speeches. They are based out of Omaha, Nebraska. Numerous and lengthy conference



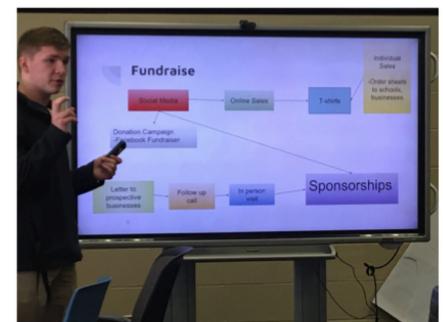
PBL President, Hunter Bergman, presenting the project idea at a PBL meeting.

calls with the organization were held and it was decided to have a speaking event to help fundraise and educate others about the dangers of human trafficking. The club continued to work in teams to complete tasks such as event planning, promotion, and fundraising.

Two members of the event team were in charge of scheduling and reserving the venue. They were also responsible for the Facebook event page.

The promotion team consisted of three members. Their responsibilities included talking with radio stations, newspapers, and any other outside media. They also created and posted flyers about the event throughout campus and also created eighty table tents for all of the tables in chairs in the cafeteria and campus student center.

The fundraising team consisted of two members. Their jobs included working with the non-profit to develop a t-shirt design and manage the Facebook fundraiser.



PBL President, Hunter Bergman, discussing the fundraising component of the project.

Marketing and Fundraising Strategy

Fundraising was a large part of this project. The committee members decided to design and sell t-shirts because of the high profit margins while simultaneously raising awareness. Sixty percent of the profits were to be donated to the Set Me Free Project, while the other forty percent went towards a scholarship fund for a student pursuing a career in fighting human trafficking. The volunteers sold the product through several distribution channels. One channel was through an online ordering system through the Set Me Free Project's website. The club digitally promoted the campaign through several platforms including Facebook, Twitter, and Instagram. Six shirts were sold through this channel providing a total of \$120. Another way



was through physical sales. At the event itself, eleven t-shirts were sold at \$20 each. This totalled \$220 towards the cause.

A Facebook fundraiser was also used to raise \$505. This was a very easy tool to share with family and friends, which also created event awareness. The Facebook fundraiser was created on April 5th and each club member invited their friends and family. Through April 30th, 21 people donated.

The main marketing strategy for this project was flyers, social media, and incentives. Members posted flyers around the college to drive more people to attend the event. This can be found in Appendix E. The flyer consisted of the time and date as well as the t-shirt available for purchase. Utilizing social media, the members used a Facebook event to invite community members, friends, and family to the event. Another method of marketing was to contact teachers and see if they would offer extra credit for students (see Appendix F). Five teachers offered extra credit to students that attended the event.

PBL members also reached out to various radio stations to spread the message. Two local radio stations, US 92 and NCN 94.7, put the event in their daily announcements. One of the club members is also a reporter for The Viewpoint, the Northeast Community College student newspaper. He wrote several articles including the outcome of the event. Members found that this was the major driver of attendees.

Implementation of Project

To prepare for the event on April 23rd, the event coordinating team reached out to the Student Activities Director to verify the availability of a room that would fit 30+ attendees. In doing so, the team reserved one room with ample seating and a projector. At this event, leaders

of the Set Me Free Project conducted a presentation providing education on the topic of human trafficking. Highlights of their speech included the various ranges of trafficking, not limited to sex and labor. They outlined different situations in which trafficking can ensue as well as preventative actions.

Following the presentation, the members of the organization mentioned that they would love to speak at all schools in the Norfolk area. Considering two of the members of the campaign graduated from Norfolk High School, they discussed the possibility of reaching out to the school's principal and organizing a school-wide assembly there. One individual emailed the school's principal about the idea, but the assembly is up in the air due to the fact that a different principal will be present next year. Next year's principal will be contacted about the opportunity when possible. If the assembly goes through, t-shirts will be sold, and even more money will be raised for the organization and the scholarship.



Impact and Benefits on the Community

Well over fifty people consisting of students, college staff, and community members attended the presentation. Many of the event's attendees were unaware of the wide range of trafficking in the world, the nation, and even the state of Nebraska. Not only was the community made aware of the dangers, they were also moved to promote education. Once a person is moved by a speech, they are likely to tell others. These benefits expand to beyond those who attended the speech on April 23rd. This increases the likelihood of research and future prevention of trafficking. The organization's success in connecting with the audience was shown following the

speech. The speakers asked the audience to raise their hands if they learned something from the presentation, and every single person in the room had his or her hand held high.

Traffickers look for communities that are vulnerable. If a community is well armed with knowledge, they are much less likely to be a target. This was a huge step in awareness for the rather secluded community. Because Norfolk, Nebraska, is a town of 24,000 people, many people believe that trafficking is unlikely to take place here. The truth is, trafficking can happen anywhere. The Set Me Free Project informed the community of this to the best of their abilities.

Beyond the education and awareness benefits to the community, the participants raised a generous amount of money for the Sydney Loofe Memorial Scholarship as well as continuation of The Set Me Free Project. With the \$505 earned through a Facebook fundraiser and \$340 earned through selling t-shirts, the club was able to generate \$845. \$338 was raised for the Sydney Loofe Memorial Scholarship and \$507 went to support the efforts of The Set Me Free Project. Northeast PBL plans to extend its efforts by organizing assemblies featuring the organization at different schools in Norfolk, including Norfolk High School.

Impact on Phi Beta Lambda Participants

The objective of this project was not only to target the community or students at Northeast but to impact Phi Beta Lambda members. The club knew that human trafficking was severe, but the true extent was made clear with astounding facts presented by the organization. Among these were the fact that one in six runaways is likely to be a victim of human trafficking, the industry is worth an estimated \$150 million, and there are around 20.9 million victims of trafficking worldwide. The fact that shocked the attendees the most was the average age of

victims, between 11 and 12 years old. The members benefited from a better understanding of what is happening around them, and it helped members make a difference and become involved.

From a professional aspect, Phi Beta Lambda members built teamwork skills. Working on the project as a team is a prime example of this but also being able to spread awareness to community members, fellow members, and classmates. The people that wanted to help spread awareness got involved and made the team even larger.

In addition to teamwork, leadership skills were also learned. This mainly applied to the participants that led the project. The members had to plan, organize, control, and monitor how everything happened, so it would be as smooth and impactful as possible.

Another important skill learned was the ability to network professionally. Spreading awareness for the project needed to be done professionally in order to get people to listen. This is a necessary life skill that Phi Beta Lambda members benefited from.

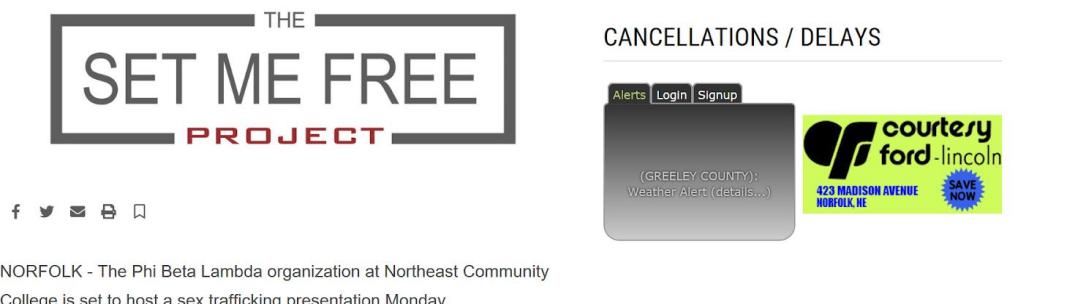
All of these skills are necessary to be successful in life. For this reason, the project was incredibly beneficial. It gave the participants a goal to help the community and the ability to work with others in order to act on it. Teamwork skills, leadership skills, and professional networking are tremendous benefits for the Phi Beta Lambda members.

Evidence of Publicity

The members of this project gained publicity for the college's event through three different sources. One of these was in Norfolk's own newspaper: *Norfolk Daily News*. The link below leads to the article informing the community of the event, and the full article can be found in Appendix A.

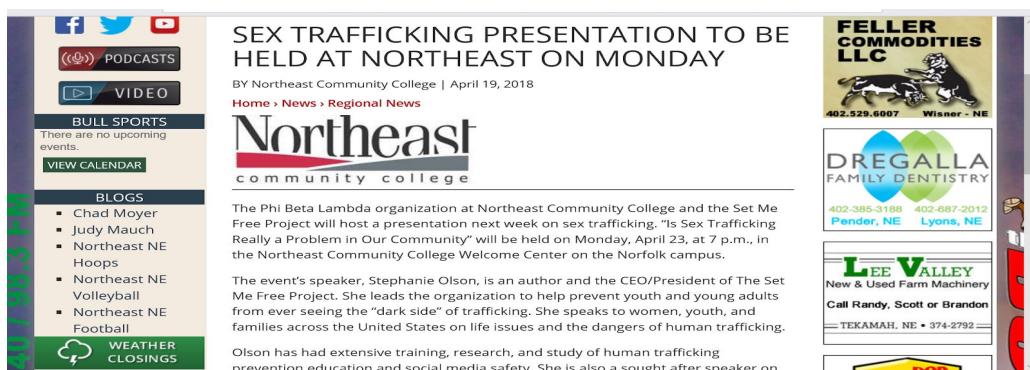
Sex trafficking event set for Monday at Northeast

Nick Stevenson Apr 20, 2018  (0)



NORFOLK - The Phi Beta Lambda organization at Northeast Community College is set to host a sex trafficking presentation Monday.

Aside from the newspaper, word of the event spread through way of one of the community's largest radio stations. The article below provides a brief overview of The Set Me Free Project, characterizes the leader of the organization, and discusses the event to be held at Northeast Community College. See Appendix B.



SEX TRAFFICKING PRESENTATION TO BE HELD AT NORTHEAST ON MONDAY

BY Northeast Community College | April 19, 2018

[Home](#) > [News](#) > [Regional News](#)

Northeast
community college

The Phi Beta Lambda organization at Northeast Community College and the Set Me Free Project will host a presentation next week on sex trafficking. "Is Sex Trafficking Really a Problem in Our Community?" will be held on Monday, April 23, at 7 p.m., in the Northeast Community College Welcome Center on the Norfolk campus.

The event's speaker, Stephanie Olson, is an author and the CEO/President of The Set Me Free Project. She leads the organization to help prevent youth and young adults from ever seeing the "dark side" of trafficking. She speaks to women, youth, and families across the United States on life issues and the dangers of human trafficking.

Olson has had extensive training, research, and study of human trafficking prevention education and social media safety. She is also a sought after speaker on

Due to the great impact on the community, articles were posted following the speaking event. One of these was published by the newspaper of the county in which Sydney Loofe lived prior to her death. The members of the project were overjoyed to know that the community of Sydney Loofe recognized the students' efforts to put a stop to human trafficking. This article contained numerous quotes from Hunter Bergman, the PBL president and was shared 9,500 times. A remarkable number of shares for this event! For more information, see Appendix C.

The screenshot shows the homepage of the Antelope County website. At the top, there's a navigation bar with links for HOME, OPINION, SPORTS, NEWS, WEATHER, CELEBRATE, OBITUARIES, CLASSIFIEDS, DIRECTORY, and LOGIN. Below the navigation bar, the main headline reads "Human Trafficking Cases Hit Close To Home". Underneath the headline, it says "By Community NELIGH". On the left side, there's a date "5/7/2018" and a link "0 Comments". On the right side, there's a search bar and social media icons for Facebook, Twitter, and Email.

The last article recognizing the project's publicity is in Northeast Community College's own online newspaper, *The Viewpoint*. The article goes into depth about the organization that spoke at the event as well as an overview of the community service project. For more information, see Appendix D.

The screenshot shows the homepage of The Viewpoint newspaper. At the top, there's a red banner with the text "Northeast Phi Beta Lambda hosts human trafficking awareness and education event". Below the banner, the main headline reads "Northeast Phi Beta Lambda hosts human trafficking awareness and education event". The date "April 24, 2018" is listed, along with social media sharing icons. The main content area includes a photograph of six people standing together and a caption identifying them as Angie Schaffer, Danielle Howell, Shayla Kramer, Stephanie Olson, Hunter Bergman, and Zaine Gallager. To the right, there's a sidebar for "THE VIEWPOINT NORTHEAST'S STUDENT NEWSPAPER" featuring a logo with a camera and pen, a "JOIN OUR STAFF TODAY" button, and sections for "Digital Cinema" and "Editing Cinematography".

CONCLUSION: “STOP HUMAN TRAFFICKING”

The community service project constructed by Northeast Phi Beta Lambda was a success. PBL wanted to educate, create awareness and raise funds as a three pronged attack on the issue of human trafficking and all three components were achieved. Although a tragic event, the death of Sydney Loofe, brought about this community service project, perhaps something positive can arise out of this horrific tragedy. Human trafficking has become increasingly problematic and is no longer something that only happens in “big cities” and it hit too close to home to be ignored. On top of knowledge and awareness, a great deal of money was raised to further support efforts in the fight against human trafficking.

Plans to expand this project will continue in future years with Northeast PBL. This project will continue to assist the community by spreading The Set Me Free Project’s message to local schools and creating partnerships with businesses to increase community education and awareness and give traffickers the message that trafficking will not be tolerated.

#traffickingstopswithme

APPENDIX A

Article and script from WJAG and Norfolk Daily News.

Sex trafficking event set for Monday at Northeast

Nick Stevenson Apr 20, 2018  (0)

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NORFOLK - The Phi Beta Lambda organization at Northeast Community College is set to host a sex trafficking presentation Monday.



Local Chapter President Hunter Bergman says CEO of the Set Me Free Project Stephanie Olson will be speaking.



Bergman encourages community members to come on out.



"The community members are the ones who have the most power in stopping it. Whether it's a local business or (someone) at a gas station, or a rest stop. The event will give them the resources to help make the community safer" Bergman said.

He says T-shirts will be sold at the event with some of the proceeds going toward the Sydney Loofe Memorial Scholarship fund.

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APPENDIX B

Article and script from KTIC radio station.

The screenshot shows the KTIC AM 840 / 98.3 FM website. The top banner features the station's logo, "KTIC 107.9 BULL", and a promotional offer for "SELL US 107.9 BUSHELS OF Corn FOR \$8.40 PER BUSHEL". Below the banner is a navigation menu with links to Home, News, Sports, Weather, Markets, Marketplace, Classifieds, Events, Promotions, Funerals, and About Us. To the left, there's a sidebar with a search bar, a "Listen Live" button, social media links for Facebook, Twitter, and YouTube, a "PODCASTS" link, and a "VIDEO" link. Below these are sections for "BULL SPORTS" (listing basketball, volleyball, and football) and "VIEW CALENDAR". A "BLOGS" section lists Chad Moyer, Judy Mauch, Northeast NE Hoops, Northeast NE Volleyball, and Northeast NE Football. On the right, there's a "WEATHER CLOSINGS" section with a "No Alerts Found" message and logos for West Point by Chevrolet and Ford. The main content area features a large image of a painting titled "WYATT'S IRON ART" with the subtitle "YOUR IRON ART DREAM MADE A REALITY WISNER, NE". Below the image is a headline: "SEX TRAFFICKING PRESENTATION TO BE HELD AT NORTHEAST ON MONDAY" followed by the text: "BY Northeast Community College | April 19, 2018 Home > News > Featured (Homepage Story Slider)". The Northeast Community College logo is displayed. Further down, there's a paragraph about the Phi Beta Lambda organization hosting a presentation on sex trafficking, followed by a bio of the speaker, Stephanie Olson, and information about her work with The Set Me Free Project. A link to their website is provided: <https://setmefreeproject.net/our-events/>. At the bottom, a copyright notice reads: "© 2018 Nebraska Rural Radio Association. All rights reserved. Republishing, rebroadcasting, rewriting, redistributing prohibited. Copyright Information".

APPENDIX C

Human Trafficking Cases Hit Close To Home



Editor's Note: This is the first of a two-part series on human trafficking. Next week details will be shared about who is targeted by traffickers, how they seek out victims and ways to educate youth about the dangers.

5/7/2018

* * *

Was Sydney Loofe the victim of human trafficking? While that's not a question officials are answering yet, her tragic death has lead to more local awareness and education of trafficking.

Loofe was a 2011 graduate of Neligh-Oakdale, which is why a Hunter Bergman, a 2016 graduate, is raising awareness for the cause that is close to the hearts of those in Antelope County — anti-human trafficking.

Bergman is part of the Phi Beta Lambda Community Service Project team at Northeast Community College, whose goal is to raise awareness, educate the local communities and fundraise for anti-human trafficking efforts, including the Sydney Loofe Memorial Scholarship which was recently created.

The scholarship will be awarded to someone pursuing a career in criminal justice or a similar field that will help fight human trafficking.

Bergman said Loofe's death played a huge role in why they decided to focus on human trafficking for their project. One of the theories with Loofe, whose body was found last December after being missing for nearly three weeks, was trafficking, although law enforcement have not confirmed that.

"George Loofe (her father) was my football coach," Bergman said. "When the whole Sydney Loofe case went down — whether it had to do with human trafficking or not — we really wanted to capitalize on the safety aspect — social media and how dangerous that can be."

Loofe met one of the persons of interest in her case via Tinder, an online dating app. Bergman said another key reason to raise awareness was the recent in O'Neill in March, which led to the arrest of two traffickers and the rescue of a female victim.

Bergman and the project team has partnered with the Set Me Free Project, a non-profit organization that was created about four years ago to cover the gap between awareness and education about human trafficking.

Stephanie Olson, CEO and president of the Set Me Free Project, said, they are educating people about potential targets.

"We noticed that there were a lot of things starting to happen in Nebraska with anti-trafficking coalitions and groups, but what we noticed was there was a gap in education. So there was a lot of awareness happening but, people were not talking to the targets of the traffickers," she said.

Olson went on to say that only 1 to 2 percent of trafficked victims are actually rescued, which made the O'Neill case very special.

Arrested at an O'Neill hotel were Robert Dean, 61, of Valentine and Dosha Harris, 27, of Lincoln. The age of the rescued victim was not released to protect her identity.

"The targets are youth," she said. "We realized that no one is going to the schools telling the kids this and no one is talking to the parents, so we started working in that arena to cover that gap and to stop trafficking before it starts."

When Bergman reached out to partner with the Set Me Free Project, Olson jumped at the opportunity. The Set Me Free Project was already working with the Loofe family on a scholarship fund, as well as working on the #traffickingstopswithme campaign, so they naturally joined forces.

The #traffickingstopswithme campaign involves going to business and organizations and providing consistent training for their staff to be watching out for not only victims, but also for potential victims and grooming situations, in exchange for a small annual sponsorship.

Olson said Nebraska is a hotspot for human trafficking for several reasons, the first being the presence of Interstate 80 running through the state.

"It is a huge way that people can not only travel but traffic — traffic drugs, traffic people, whatever that may be," she said.

Although I-80 doesn't run through Antelope County, rural Nebraska areas are also hit heavily because so many people are trusting. Olson said people are not as cautious about strangers in rural areas.

"Number one, people don't expect it to happen," Olson said. "We're Nebraska nice. We're trusting, we're nice people, and I think we kind of expect that to happen — people to be nice and trusting."

Another contributing factor to human trafficking in rural Nebraska areas is social media, which is one of the number one ways traffickers are targeting youth, according to Olson. Rural areas are connected to the world very quickly and very easily due to technology.

Bergman and his team will compete with their fundraiser project at the PBL national competition June 22-24 in Baltimore, MD. Sixty percent of the money raised during the project will go to the Set Me Free Project, and the other 40 percent will go toward the Sydney Loofe Memorial Scholarship.

To learn more about human trafficking or to support the cause by purchasing a t-shirt, go to www.setmefreeproject.net.

9.5kShares

APPENDIX D



[f](#) [t](#) [p](#) [t](#) [g+](#) [yout](#) [s](#) Friday, May 11, 2018

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If you would like to work for the Viewpoint, sign up for the Applied Journalism class, CRN#20557



Creighton, NE: This Unbelievable, Tiny Company Is Disrupting A \$200 Billion Industry

EVERYDAY

Northeast Phi Beta Lambda hosts human trafficking awareness and education event

April 24, 2018



Northeast Community College's Phi Beta Lambda (PBL) hosted the event "Is Sex Trafficking Really a Problem in Our Community" on Monday April, 23 2018 in the Welcome Center. The event featured the Set Me Free Project, a non-profit dedicated to educating communities about human trafficking prevention. The PBL students created the #TraffickingStopswithMe community service project that received 2nd place at the State PBL Leadership Conference and will compete at the National PBL Conference in Baltimore, Maryland in June.



From left to right, Angie Schaffer, Danielle Howell, Shayla Kramer, Stephanie Olson, Hunter Bergman, Zaine Gallager, Sarah Wimer

Stephanie Olson, CEO of the Set Me Free Project, Danielle Howell, Youth Program Director, and Sarah Wimer, Project Administrator, spoke about the myths of human trafficking and how a community can protect their members with education and support. They say human trafficking, often times, does not look like a dark figure kidnapping someone. It starts with a grooming period, where the trafficker fills a need and gains the trust of the victim. This need could be anywhere from attention to jewelry. They also spoke of the danger social media presents to younger kids. Mobile phones make it possible for traffickers to be inside the home of families. The number one way traffickers reach their victims is through online interaction.

Part of the PBL community service project is to raise funds for the [Set Me Free Project](#) and the [Sydney Loofe Memorial Scholarship](#). As of April 24, 2018 \$415 has been raised via a Facebook fundraiser, which can be found at this [link](#). Another way the organization is raising money is, helping the non-profit sell t-shirts. At the event 11 t-shirts were sold for a total of \$220. Those can be purchased from their website [here](#).

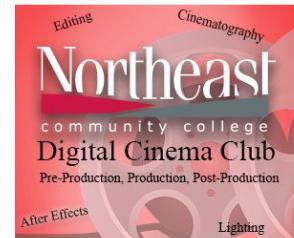
For businesses looking to support the cause, The Set Me Free Project offers prevention education [training](#) on how to spot and support victims.

Viewpoint

THE VIEWPOINT
NORTHEAST'S STUDENT NEWSPAPER



Digital Cinema



International Student Association



Broadcasting Club



From left to right, Angie Schaffer (PBL Advisor), Danielle Howell, Shayla Kramer, Stephanie Olson, Hunter Bergman, Zaine Gallager, Sarah Wimer



Hunter Bergman's introduces the guest speakers



The PBL students competing at PBL National Conference.

APPENDIX E

Flyer promoting the Set me Free speaking event.

**IS SEX TRAFFICKING
REALLY A PROBLEM
IN OUR COMMUNITY?**

The Set Me Free Project and Northeast Community College are partnering so we can all say:
#TraffickingStopsWithMe!

Join us!
Date: Monday, April 23rd
Location: Northeast College Welcome Center
Time: 7:00 PM

#TraffickingStopsWithMe
<https://setmefreeproject.net/traffickingstopswithme/>

Buy a T-shirt for only \$17 at the event or \$20 on-line and support the work of The Set Me Free Project and The Sydney Loofe Memorial Scholarship Fund!

**THE
SET ME FREE
PROJECT**

Northeast
 community college
 Phi Beta Lambda

APPENDIX F

E-mail sent to faculty asking them to encourage their students to attend.

 PBL Presents: The Set me Free Project Speaker

 **Angela Shaffer**
Faculty
Monday, April 9, 2018 at 3:41 PM
[Show Details](#)

→ You forwarded this message on 4/9/18, 3:42 PM. [Show Forward](#)

Hello,

PBL will be hosting our final Hawk Talks of the semester with Stephanie Olson, CEO/President of The Set Me Free Project.

If possible, please encourage your students to attend this informative and lifesaving presentation on April 23 at 7 pm in the CWC. If you would like to offer extra credit, I will be happy to take attendance and submit the names to you. Just send me an email with this request.

PBL has created a Community Service project with a three-pronged attack on this issue affecting Nebraska's youth.

1. Education - speaker event
2. Awareness – series of videos and social media blasts
3. Fundraising- through the sale of a T-shirt and donations, funds will be given to the Set me Free Foundation and the Sydney Loofe Memorial Scholarship.

More info about the speaker below:

Sex trafficking is the second growing illegal industry in our world. In the United States it is a fast-growing problem and every member of our community, regardless of age, gender, socioeconomic status, or any other variable is a potential victim.

Stephanie Olson will discuss the real dangers surrounding sex trafficking in the United States.

You will learn:

What human trafficking and sex trafficking is.
What sex trafficking looks like in our communities.
What factors make individuals the most vulnerable to sex trafficking.
What the grooming process is and how it is used by traffickers.
What dangers are present on social-media sites and gaming platforms.
How to spot a trafficking victim.
What to do when you see a trafficking victim.
How we can prevent our youth from becoming victims of sex trafficking.

www.setmefreeproject.net

<https://www.facebook.com/events/1888467387864779/>

APPENDIX F

The following is a copy of the email sent out to faculty for offering extra credit to their students to attend the presentation.

On behalf of Northeast Phi Beta Lambda, I want to thank you for offering extra credit for attending our speaking event on April 23rd, 2018. Our club appreciates the positive relationship we have with the faculty. The speaking event was a hit thanks to you! A majority of the attending students were there for extra credit, although it was for extra points at the end of the event, we asked the students to raise their hands if they learned something new. Everyone in the room raised their hand. As a positive by-product of your offering, students are now more aware of what human trafficking looks like and how to prevent it.

Thank you for your contribution,

Sincerely,

Northeast Phi Beta Lambda

APPENDIX G

Below is the hank you sent to those who purchased a T-shirt for the fundraiser.

Thank you for purchasing a t-shirt. The Set Me Free Project and Northeast Phi Beta Lambda appreciate this purchase. We want you to know that proceeds from this purchase will go towards the Sydney Loofe Memorial Scholarship and the continuation of the Set Me Free Project. Buying this shirt is the first step to preventing human trafficking in your community. We would love to stay in touch with you on our Facebook page, The Set Me Free Project. There you can find the latest updates on our #traffickingstopswithme campaign. We also would love for you to take a photo with your shirt on and post it on social media with the hashtag #traffickingstopswithme!

Thank you for your contribution.

Sincerely,

The Set Me Free Project Team
Northeast Phi Beta Lambda