Overview

The Women’s Foundation of Minnesota (WFMN), Ramsey County Attorney’s Office, and Hennepin County, the co-chairs of Minnesota’s Super Bowl LII Anti-Sex Trafficking Committee, are proud to share this comprehensive, coordinated, cross-sector response to end sex trafficking during Super Bowl LII. The increased national and international attention of the Super Bowl provided an opportunity to shine a spotlight on Minnesota’s work to combat this horrific crime and raise awareness of how to address sex trafficking 365 days a year.

Co-created by more than 100 community leaders from business, law enforcement, government, and nonprofits, we intend that this plan and our work in Minnesota provides a strong incentive and template for use by communities across the nation who host large events. We believe this plan is replicable in the context of each community’s goals and resources and that it provides ongoing guidance in the pursuit of the elimination of sexual exploitation. We intend this plan to be a living, updateable document to be improved by the experiences of future host communities.

As communities across the nation consider application of this plan, it is important to note that Minnesota’s timeline is directly connected to its successful execution during Super Bowl LII. Launched in 2011, the Women’s Foundation of Minnesota’s MN Girls Are Not For Sale campaign is where critical cross-sector partnerships to end child sex trafficking were forged; passage of the state’s Safe Harbor law; implementation of No Wrong Door, the nation’s first comprehensive systemic statewide model; and state investment from zero dollars in 2011 to $13.1 million to end sex trafficking, to date. In less than 10 years, our model approach has catalyzed a sea change in our state’s response to this crime. The Super Bowl work has strengthened the partnerships between and within sectors to combat sex trafficking in Minnesota.

The Super Bowl LII Anti-Sex Trafficking Committee first convened in July 2016 and involved more than 40 organizations. In addition, the state’s Super Bowl LII Host Committee, led by co-chair Marilyn Carlson Nelson and CEO Maureen Bausch, served as a critical conduit to the NFL on behalf of the Committee and were vital partners every step of the way.

Key Committee goals:
- Create awareness that sex trafficking is an issue 365 days a year
- Educate the public about sex trafficking
- Develop a sustainable and replicable response plan for Minnesota and nationally
- Prevent and disrupt the buying and selling of sex
- Provide services to victim-survivors

More information can be found at WFMN.ORG/mn-girls-are-not-for-sale/
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Planning Framework

RESEARCH
Our approach was based on research by the University of Minnesota’s Urban Research and Outreach Engagement Center, commissioned by the Women’s Foundation of Minnesota. We confirmed what we already know: sex trafficking is a problem 365 days a year, not just during large events. We also learned that while advertising for commercial sex spikes during big events there is not a significant increase in actual sex trafficking.

In addition, the committee reached out to former host cities Houston, San Francisco, and Phoenix, as well as national organizations working to fight human trafficking, including Polaris and Thorn. In the appendix, you will find links to these national resources.

MINNESOTA’S STARTING POINT
Each host community begins planning with existing strengths and weaknesses that provide for a unique basis from which to start. Ideally, a cross-sector partnership to end sex trafficking needs to be built in advance of a big event and needs to endure long after. As such, Minnesota began planning with a number of key assets already in place.

We had a head start in our efforts due to the hard work of the Minnesota Girls Are Not For Sale initiative of the Women’s Foundation of Minnesota. As such, our first-tier emergency response and victims’ services infrastructure was already in place. Minnesota has a highly trained community of nonprofit service providers focused on assisting vulnerable people and trafficking victims and providing training services for organizations in the community.

Law enforcement and county attorneys work collaboratively across jurisdictions and dedicate officers, prosecutors, and analysts to proactively fighting sex trafficking and do not treat victims of sex trafficking as criminals. They partner with local service providers to offer shelter and other services to victims.

Minnesota is recognized as a state model in the national fight to end sex trafficking: our Safe Harbor Law, adopted in 2011, served as a template for the federal, bipartisan Justice for Victims of Trafficking law, passed in 2015. In the appendix, you will find more information about Safe Harbor.

The Safe Harbor law transformed the way victims of sex trafficking are treated by government. Key elements of the law include:

- Increased penalties against commercial sex abusers or purchasers
- Statewide, victim-centered response for sexually exploited youth, age 24 and under
- Decriminalization of sexually exploited youth under 18

Minnesota’s No Wrong Door model creates a statewide infrastructure that provides victim-centered, trauma-informed services including specialized housing and shelter, training for systems professionals, and the development of community-specific protocols across the state.
In addition to the National Human Trafficking Hotline, Minnesota has a trusted local hotline for victims of domestic abuse and sexual violence, Day One, operated by Cornerstone. The hotline is well-respected by service providers and has up-to-date information about available emergency shelter and other services through the network of regional navigators.

Essential to the Super Bowl effort was the commitment of the co-chair of the Super Bowl Host Committee to prioritize the fight against sex trafficking. Under Marilyn Carlson Nelson’s leadership, Carlson became a leader in fighting sex trafficking in the hospitality and travel industry and the Carlson Family Foundation provided seed funding and a matching gift to the committee.

Finally, the creative and production for both public awareness campaigns had already been developed and was ready to deploy.

**GOALS**

- Create awareness that sex trafficking is an issue 365 days a year
- Educate the public about sex trafficking
- Develop a sustainable and replicable response plan for Minnesota and nationally
- Prevent and disrupt the buying and selling of sex
- Provide services to victims

**COMPREHENSIVE APPROACH**

The planning committee believed strongly that success required addressing all components of sex trafficking: prevention of both supply and demand as well as intervention to provide services to victims and arrest and prosecute traffickers and buyers.

**Prevention**

- Create general awareness that sex trafficking happens year-round and our youth are vulnerable targets
- Provide support to youth being exploited and counter the negative self-image than can lead to exploitation
- Correct misperceptions and stem the demand for commercial sex through education of men and boys

**Intervention**

- Focus law enforcement efforts on proactive activity against traffickers and buyers
- Train employers and sectors where sex trafficking is most likely to be encountered — hospitality, transportation, and emergency services
- Increase services for trafficking victims through street outreach, drop-in centers, a hotline, emergency shelter, survival kits, and other short- and long-term assistance.

**RECOMMENDATIONS**

- Embrace cross-sector collaboration around a shared goal, vision, language, and approach
- Decide which elements of human trafficking to tackle. Minnesota focused on sex trafficking
- If possible, pursue a comprehensive plan addressing supply and demand, prevention and intervention. Tackling demand helps change the culture long-term
- Ground your effort in research and survivor-led experiences
- Determine your key messages based on your goals and research
- Connect sex trafficking to related issues (e.g. homelessness) in order to inspire greater awareness and engagement
- Coordinate with existing state and local response efforts
- Make the geographic focus — statewide, regional, or local — of your effort clear up-front. Consider including jurisdictions at least 60 miles away as perpetrators travel 30 to 60 miles for commercial sex
- Recognize that the demand for assistance and services far outweighs the supply of funding and outreach workers
- Survey and utilize existing resources, included local cross-sector partnerships and prevention/awareness messaging and creative work

Committee Participants, Structure and Process

PARTICIPANTS
The committee included representatives of all stakeholders who work with issues related to sex trafficking or invest in combatting sex trafficking, as well as leaders of the Super Bowl Host Committee.

- Nonprofit service providers
- Survivors
- Federal, state, and local law enforcement
- Prosecutors
- State and local government agencies working on child protection and human trafficking
- Business community
- Faith community
- Advocates for victims of sexual abuse and exploitation

COMMITTEE STRUCTURE AND PROCESS
Committee efforts were led by three chairs: Women’s Foundation of Minnesota (Terry Williams), Hennepin County (Amanda Koonjbeharry), and Ramsey County Attorney John Choi. The leadership committee also included subcommittee chairs and other key stakeholders. In the appendix, you will find a list of committee members.

The committee was supported by an anchor organization, the Women’s Foundation of Minnesota, which dedicated significant staff time, financial services, and engaged a part-time project manager. The work of the committee and the subcommittees was robust and was largely accomplished by committee members either volunteering their time or working with the support of their employers. Their leadership, dedication, and diligence were crucial.
Law enforcement was a collaborator and actively participated in the leadership group. Confidential law enforcement plans and information were not shared with the committee.

The planning committee convened at least monthly in the summer of 2016 through the end of the year to create a framework for Super Bowl efforts. In early 2017, the committee’s work was condensed into the proposal the Women’s Foundation of Minnesota submitted to the NFL and to the core funder of the work, the Carlson Family Foundation. Carlson, the Carlson family, and the Carlson Family Foundation have long been dedicated to fighting sex trafficking.

Once the NFL approved funding in the spring of 2017, the implementation phase began, and additional stakeholders were added to the committee, along with professionals in media planning and buying. See the committee’s workplan in the appendix. The full committee parceled the work of the committee into subcommittees, as shown in the graphic below. The subcommittees met monthly or as needed. Each subcommittee was led by a chair or co-chairs. These leaders also met monthly with the overall committee chairs as a leadership committee.

![Committee Co-Chairs Diagram]

**Committee Co-Chairs**
(Hennepin County, Women’s Foundation of Minnesota, and Ramsey County Attorney’s Office)

- Business Partners
- Service Provider
- Communications
- Training
- Faith Based
- Government Partners
- Child Protection

**RECOMMENDATIONS**

- Start with an anchor organization that will dedicate expertise, staff time, and financial services to support the effort and help convene the committee
- Choose co-chairs and subcommittee co-chairs who possess a track record on the issue and credibility and relationships with donors, the news media, and the Host Committee. Research the right leaders if not already clear. Be clear about roles and responsibilities
- Consider a senior-level business executive and a leader of a service agency as co-chairs as well as law enforcement/prosecutors, government and foundation executives
- Engage all key stakeholders as early in the process as possible and set up subcommittees based on implementation, not planning needs. Prioritize people who have the tools and capacity to implement the plan.
- Recruit leaders and committee members who will volunteer their time and expertise or who have staff who will do so
- Welcome those who want to participate and leverage their skills, expertise and networks. Be prepared to say “no” to those who will not contribute in the long run, or will distract the committee from its core purpose
- Have clear decision-making authority in addition to a collaborative approach
- Communicate clearly and regularly
- Condense planning time in order to allow enough time to raise funds, plan media, and engage additional organizations and individuals
- Craft a master work plan with key milestones while allowing for organic efforts to emerge and regular updates to occur. Determine metrics to track as early as possible
- Include an outside, neutral perspective to translate across sectors — business, faith, service providers, law enforcement, governments agencies — and to manage conflict
- If possible, continue the work of the leadership committee past the end of the event to continue coordination

Plan Elements

PUBLIC AWARENESS
The communications subcommittee focused on an essential element of the campaign — to raise general public awareness about sex trafficking in order to work upstream to increase prevention and intervention. In addition, the committee wanted to target key messages to the two groups of people most critical to ending commercial sexual exploitation: vulnerable youth and men. Two nonprofit organizations based in Minnesota had already developed two education and outreach campaigns that the committee embraced. The committee used paid, donated, and earned media to communicate key messages.

Paid Media
**I Am Priceless** is a prevention marketing campaign created by The Link, a nonprofit serving vulnerable youth and survivors. The creative was designed with guidance from survivor-leaders of sex trafficking and targeted to at-risk youth ages 10-14. More information on this campaign can be found in the appendix.

![I Am Priceless](image)

**Don’t Buy It Project** (DBIP) is a campaign created by Men as Peacemakers, a nonprofit working to address the root causes of violence against women and children. The campaign was also informed by
survivors as well as research on buyers. DBIP’s goal is to engage, educate and mobilize men ages 18-60 to reduce sex trafficking of girls and women. The Don’t Buy It Project campaign was designed to be replicable and is available to other communities with customized messaging. Notably, the digital push immediately following the Super Bowl showed the most impactful use of DBIP’s online tools and training. Please see the appendix for more information on DBIP.

The committee engaged the pro bono services of highly experienced media professionals who crafted a targeted media campaign to reach our key audiences. They incorporated donated media from lead media partner, Clear Channel Outdoor and iHeart radio, Intersection Media, as well as other media partners.

They leveraged our modest paid media budget of $210,000 to gain 122 million media impressions - 78 million donated (64%) and 44 million (36%) paid. Donated media provided a value of more than $1.5 million. High impact media selection achieved both quantity and quality placements. Their outstanding work secured about $4.77 cost per thousand impressions versus average market rates of $25 to $30 cost per thousand impressions. For full detail on the media campaign, see the appendix.

The media plan targeted media buys to our target audiences and utilized a variety of traditional and digital media with the primary focus on out-of-home placements on bus shelters, bus sides, billboards, bathrooms, trains, and transit stations.
As a result of the media, the Don’t Buy It Project website received 13,015 page views between September 1 and February 7. Of the more than 6,200 unique users, 59% were male. DBIP page views spiked from 200 per day to more than 800 the day after the Super Bowl. 3,683 men participated in DBIP training and 355 took a pledge to not participate in commercial sexual exploitation and take action to end it.

Tracking the response to the I Am Priceless campaign was primarily anecdotal. Regional navigators reported that many youth who called Day One said they saw the number. The Link website also saw an increase in visits.

It’s a Penalty
In addition to funding local public awareness campaigns, the It’s a Penalty Campaign operated during Super Bowl LII in order to:

- **EDUCATE** about exploitation and trafficking of young women and children, the penalties for offenders, and the signs to look out for in order to identify a crime;
- **EQUIP** sporting fans, tourists, and the general public with the Polaris hotline to report a crime of exploitation and/or trafficking;
- **ENCOURAGE** people to make a report: “if you see something, say something!”

It’s a Penalty is a global awareness initiative to harnesses the power of sport as a platform to prevent abuse, exploitation, and trafficking.

Primarily targeted at sporting fans and tourists traveling to and around Minneapolis, It’s a Penalty reached a total of 16,182,544 people in the run-up to and during the Super Bowl: partnering with American Airlines to show the 30-second 2018 campaign film in-flight throughout January and featuring a full-page It’s a Penalty ad in their in-flight magazine, American Way. Fourteen hotels from the Radisson Hotel Group throughout Minneapolis distributed informative campaign materials to their guests and trained their staff members to #knowthesigns of exploitation and trafficking, and ran a targeted social media campaign, which reached over 1 million people in the US and worldwide. Alongside several other global sporting icons, It’s a Penalty engaged NFL star Rashad Jennings and Olympic legend Usain Bolt as the faces of the campaign during the Super Bowl. It’s a Penalty’s promotion of the national Polaris reporting hotline/text line before and during the Super Bowl contributed to a reported 300% increase in calls reporting exploitation and trafficking in Minneapolis (compared to the same period in 2017). For more information on It’s a Penalty, visit itsapenalty.org.
**RECOMMENDATIONS**

- Pursue companion campaigns, if possible, to help create general awareness in addition to reaching target audiences
- Include a campaign targeting men, if possible
- Enlist early donations from 1-2 large media players to leverage positive exposure and attract other media publishers
- Engage an experienced media planner and buyer to leverage relationships with local reps to garner donated and bonus inventory
- Ideally, get campaigns in-market 60 to 90 days prior to Super Bowl to ensure availability and efficiency of media placements
- If possible, begin campaign creative, media planning, and media fundraising at least 9 months prior to the in-market date
- Recognize that donated inventory is not guaranteed. Use paid media as a foundation and leverage to negotiate bonus media
- Establish a media finance process early with a protocol on approval and payments to media to ensure desired media is secured
- Utilize an experienced programmatic search, social, video, and display partner to ensure efficiency and to negotiate donated inventory and services
- Refer to Men as Peacemakers and The Link to learn how you might leverage their efforts in your community
- Be prepared for competing campaigns in-market that may contain misinformation

**News Coverage**

The committee knew media attention on sex trafficking would increase as the Super Bowl approached. Our key goal to leverage this opportunity was to communicate our core message that sex trafficking happens 365 days a year. We also sought to dispel the myth that the Super Bowl causes a huge spike in sex trafficking.

We kicked off our media outreach with one-on-one briefings with key reporters as well as a commentary authored by Super Bowl Host Committee co-chairs, the President & CEO of the Women’s Foundation of Minnesota, and the Ramsey County Attorney, in the Star Tribune, Minnesota’s newspaper of record. The newspaper also published a story, “Group unveils $1M campaign to fight Super Bowl sex trafficking, $1M campaign brings together public and private sector, with input from survivors.”

Over the course of our effort, we received excellent coverage, including this piece right before Super Bowl in the Pioneer Press, “Super Bowl the biggest time for sex trafficking? That’s a myth. Here’s what happens every day in the Twin Cities”.

From the media kickoff in June 2017 through the Super Bowl on February 5, 2018, we garnered media coverage in 141 published stories for a total of 34+ million impressions. This coverage translated to a media value of $1.8 million.
The earned media drove people to the [MN Girls Are Not For Sale](#) website. The website had 4,932 visits, which averaged 2 minutes 19 seconds, and 81% were new visitors. See the attached earned media report in the appendix.

**RECOMMENDATIONS**

- Determine key messages as early as possible and ensure they are in sync with the Host Committee’s messages
- Select and train, if needed, one primary spokesperson and provide key messages to all committee members
- Engage and brief key media early in the planning process to create visibility and establish your effort as the definitive source for sex trafficking information
- Engage national groups on key messages
- Take advantage of news hooks to garner and establish consistent media attention
- Use a commentary/op-ed to communicate your messages directly and early
- Ensure the earned and paid media campaigns are in sync

**TRAINING**

Training volunteers and service-sector employees to spot the signs of sex trafficking and know how to respond is vital. In advance of the Super Bowl, the committee redoubled its efforts to train community members in sectors most likely to encounter trafficking. The Super Bowl LII Host Committee incorporated this training into all of its trainings.

Overall, training was provided for [10,000 Super Bowl LII volunteers](#), hotel employees, airport staff, bus and Uber drivers, law enforcement, service providers, Mall of America employees, City of Minneapolis staff, Airbnb renters, neighborhood organizations, emergency responders, hospitals, and faith communities. In total, more than 15,000 people were trained.

A number of faith-based congregations, schools, universities, and civic groups also requested standalone trainings on how to recognize and respond to suspected sex trafficking. These trainings were provided by many of the service providers.

To help Super Bowl and other volunteers spot the signs of trafficking and respond, the Women’s Foundation of Minnesota created wallet-sized tip cards and adhesive phone wallets/tip sheet holders. The Spot the Signs PDF is available at [MN Girls Are Not For Sale](#) and images of the phone holder are in the appendix.

16,812 tip sheets were distributed as part of training efforts. Materials educated people on ways to spot and engage in potential trafficking.
situations. The tip sheets and posters marketed the Polaris hotline number to report cases of suspected exploitation. Some Crew 52 Super Bowl volunteers overhead a conversation that they recognized as a trafficking situation after being trained and followed their training instruction to contact law enforcement.

The training subcommittee developed a training guide with information on national and Minnesota training organizations and resources that facilitate online or in-person anti-human trafficking trainings to educate members of various professions. The training guide is included in the appendix. In addition, the committee prepared a webinar.

RECOMMENDATIONS

- Identify national and local training resources, including materials and available trainers
- Determine which sectors need training as early as possible and then ascertain if the sector already trains its staff or if training will need to be provided
- Work with the Host Committee to train event volunteers
- To the extent possible, adapt existing training materials informed by cross-sector experts or create new training materials
- Ensure trainings correlate with best practices
- In-person trainings are most effective, when possible

SERVICES RESPONSE

The goal of this subcommittee was to take the opportunity provided by Super Bowl LII to raise awareness of existing resources for housing, trauma-informed care, and intervention, and to build capacity to serve youth and adults victimized by sexual exploitation and trafficking before, during, and beyond the 10 days of the Super Bowl. The services response subcommittee included 11 nonprofit organizations who provide ongoing services to youth and adult victims of sex trafficking as well as homeless and runaway youth (learn about organizations in the appendix).

2,955 helped by street outreach

Increased services during the 10 days of the Super Bowl included expanded street outreach, expanded hours at drop-in centers, extra beds, collaboration with law enforcement, provision of survival kits, and collaboration with child protection services.

The team ensured outreach workers were dispatched to work in high-profile trafficking areas and were equipped with adequate supplies. In collaboration with the Minnesota Department of Health, they launched the Safe Harbor youth outreach campaign to provide posters to businesses and distribute...
pocket cards with the Day One hotline phone and text numbers for youth who are or may be trafficked. The number directs callers to regional navigators who assist the caller with the nearest options for shelter and other emergency services.

Street outreach workers encountered a young woman with her pimp on Friday night before the Super Bowl. When her pimp was on the phone, the workers talked to her and gave her resource cards and the service organization’s phone number. Street outreach workers also found a 15-year-old boy at 3:30 a.m. with no shelter, gloves, or hat. They provided him with shelter, bus tokens, a hat and gloves, and connections to longer-term services. Read more about the services response.

RECOMMENDATIONS

- Bring service providers together who are already working in the community to craft a coordinated response for key services and to build a budget to meet expected need.
- Include survivors to inform needed services and survival kit items and to identify current locations for street outreach
- Coordinate closely with law enforcement to offer assistance to victims and to ensure officers are trauma-informed. Ideally, these trusting relationships already exist
- Collaborate with child protection to ensure the law is followed
- Ensure the hotline(s) have up-to-date contacts and information on key services, especially emergency shelter and hours for drop-in centers and warming stations
- Build relationships with key businesses and foundations who will provide funding for the increased effort as well as employee giving and donations of necessities
- Collaborate with faith communities to help provide and distribute survival kits, gift cards, bus tokens, and other necessities and to ensure well-meaning but untrained people are not trying to rescue victims

HOTLINE

Minnesota’s response included two hotlines — the Polaris national human trafficking hotline and Cornerstone’s Day One hotline. We marketed the Polaris number for reporting possible sex trafficking because Polaris was best equipped to receive tips from the public and make key connections to law enforcement. The Day One number was promoted to victim-survivors because Day One is respected in Minnesota for its updated information and connections to services.

Led by the Minnesota Department of Health, we implemented a plan to ensure hotline victims were linked to appropriate services and suspicious activity was reported to law enforcement.

RECOMMENDATIONS
• Establish early agreement about which hotline to use. Consider using a local domestic violence hotline if the local option is connected to up-to-date key services, knowledgeable about state laws, and has some brand identity
• Use the national human trafficking hotline operated by Polaris if there isn’t a reliable or broadly known local line
• Polaris accepts calls from the general public who report possible trafficking, both sex and labor, and from victims of trafficking
• Make sure proper protocols are in place for the hotline(s), especially if using both Polaris and a local hotline
• Offer both a telephone and text option. Polaris has a ready-to-use BEFREE text code that links to their services
• When possible, train 911 operators on how to identify sexual exploitation and places to call to assist victims

LAW ENFORCEMENT
Law enforcement conducted 11 consecutive days of trafficking operations to attack demand and recover possible victims. There were two groups working in the metro area, a Bureau of Criminal Apprehension (state agency) group and a group run by the Minneapolis Police Department (MPD). Twelve local law enforcement agencies participated in the MPD effort as did the FBI, Homeland Security, and four county attorneys. Officers were equipped with resource guides, a copy of which can be found in the appendix.

To address demand, law enforcement conducted stings that resulted in 137 arrests in the metro area, most of which were felony charges. Seven people were booked on probable cause for sex trafficking. Only one of the defendants is known to have been visiting town for the Super Bowl. A few of those charged were in the Twin Cities for non-Super Bowl reasons. The majority of those arrested were local. Operation Guardian Angel, led by MPD, received 1,560 individual responses to decoy ads over the 11-day period.

Recovery operations were also conducted. Law enforcement presented themselves as buyers, and a commercial sex worker would arrive at the hotel/apartment. 28 recoveries of trafficking victims occurred during the period. Half of the victims were from Minnesota. The victims were offered services and resources, and officers would attempt to gain information about any possible traffickers. One of the victims was a juvenile. None of the victims cooperated in sharing information about any trafficker.

RECOMMENDATIONS

• Include the lead law enforcement agency(ies) and prosecutors from the early stages of planning as so that efforts are coordinated, and the committee fully understands the role and jurisdiction of various law enforcement agencies, as well as the need for law enforcement to plan independently for security purposes
• Connect law enforcement to service providers if they are already not working together so that victims can be provided trauma-informed services
• Connect law enforcement to child protection at the state and local level if they are not already connected
• Suggest/secure training around sex trafficking and trauma-informed intervention for officers if it has not taken place

**CHILD PROTECTION**

Due to federal and state changes in the law, Minnesota now has a mandatory child protection response to all reports of sex trafficking involving a minor—effective May 2017. This impacted the preparations and response during Super Bowl LII. This updated response in child protection and the Super Bowl preparations served as a catalyst for greater awareness about the new response and increased involvement by county child welfare agencies and county attorney’s offices.

In August 2017, the Minnesota Department of Human Services (DHS) Human Trafficking Child Protection Coordinator joined the Anti-Sex Trafficking Committee to create a new subcommittee focused on the child protection response to sex trafficking of minors during the Super Bowl. The Super Bowl LII Coordinated Child Protection Response subcommittee was developed to improve coordination between metro-area and surrounding child welfare agencies to help implement the new laws related to child sex trafficking and sexually exploited youth. Representatives from the child welfare agency and county attorney’s offices of twelve counties participated in the subcommittee, holding six meetings between October and February. The response plan created by the subcommittee consisted of:

• Creation and dissemination of designated points of contact for child protection response across more than 50 counties
• Plan for placement, shelter, and transportation for minors identified and reported as being trafficked or exploited
• Coordination with the Interstate Compact on the Placement of Children in Minnesota and nationwide (national memo in appendix)
• After-hours child protection response
• Increased awareness and collaboration with law enforcement and service providers

The response plan was explained via statewide communications: a memo to all agency directors and supervisors from the director of the Child Safety and Permanency Division at DHS; a statewide response survey; a one-hour online webinar about the multidisciplinary response streamed live to 250 attendees and published on the DHS website; development and publication of a new DHS Safe Harbor website featuring the Super Bowl response; publication of a corrected response bulletin and supporting documents to improve screening of trafficking and exploitation. Please find more detailed information in the appendix.

**During the Super Bowl response period, the 12 counties reported that there was very minimal increase in reports of trafficking.** There were four new reports made to one county. All reports involved minors from Minnesota, and two were determined not be trafficking. The response is very new in Minnesota, so there is no data to compare for the same time period in 2017. These numbers are very small in comparison to the numbers reported by law enforcement and service providers. This reflects the largest challenge and lesson learned: more education is needed for law enforcement, service providers, and
outreach workers on mandated reporting of child sex trafficking. Overall, the subcommittee found that this response effort improved awareness and increased involvement with the Safe Harbor response among participating counties.

RECOMMENDATIONS

- Include child protective services as a key participant and leader in any response to human trafficking and exploitation during and beyond large events held in a host state
- Conduct more education for law enforcement, service providers, and outreach workers on mandated reporting of child sex trafficking

BUSINESS COMMUNITY ENGAGEMENT

The business subcommittee was co-chaired by executives from Carlson and Clear Channel. Carlson was a pioneer in taking on the issue of sex trafficking, training hotel workers to recognize and report suspected sex trafficking, and the company continues to be a leader on the issue. Clear Channel has a track record supporting public awareness of sex trafficking.

The subcommittee recruited additional businesses to contribute and engage in the committee’s work. Active committee members represented companies in the airline, hospitality, media, financial services, real estate, health care, and legal communities. The subcommittee co-chairs and full committee leadership spoke at many business and community events to engage employers and others to participate in the effort.

The subcommittee identified four key ways a business or organization could participate:
- Provide financial contributions and fundraising assistance
- Provide in-kind goods and services
- Train employees to recognize sex trafficking and how to report it
- Engage employees to contribute personal care items and other necessities for victims of sex trafficking or volunteer directly with a partner organization or service provider

Fundraising

The fundraising effort kicked off with a matching grant of $75,000 from the Carlson Family Foundation and a commitment by Clear Channel to donate billboard space and iHeart radio airtime. The effort quickly found momentum with Minnesota businesses and foundations with cash and in-kind donations. Tasked with raising $500,000 in cash and in-kind donations to fund the plan, the business committee exceeded that expectation. Contribution details can be found on p. 19, and the two fundraising pieces are in the appendix.

Employee giving and volunteering

Minnesota’s companies were eager to join the effort by engaging their employees. Carlson engaged its employees to pack survival kits for victims. The Mayo Clinic funded and created an online gift registry, riseupgifts.org, for employees to support service providers during the Super Bowl with donations of personal care and other items needed...
by victims of sex trafficking. Other companies encouraged employees to contribute to the gift registry. Rise Up registry results are included in the appendix. Donors to the Rise Up gift registry left messages of love.

Mall of America donated their construction team to build an extra shower and laundry unit at The Link’s Passageways Shelter and Housing.

Not In Our City 5K
Thrivent loaned an executive to organize a volunteer-led effort, Not In Our City 5K. The group put on two 5K run/walk events in 2017 and hosted a virtual 5K during the 10 days of the Super Bowl that raised $30,000 for five service providers working on sex trafficking in Minnesota.

Awareness Raising
The business community can engage in raising awareness through a variety of channels. A few examples:

Legal Community
Lawyers on the committee engaged the Minnesota State Bar Association’s Human Rights Committee to organize a Continuing Legal Education session hosted by Fredrikson and Byron. Experts from the committee presented, including a detective active in anti-sex trafficking work and three prosecutors. 120 people participated in the event.

Mayo Clinic
The Mayo Clinic ran a full-page ad in the Star Tribune (ad is included in the appendix) that garnered 1.5 million impressions. More than 7,000 people clicked on the digital ad. Mayo also ran a TV spot on sex trafficking 3,500 times in their local markets of Rochester, Mankato, and LaCrosse, WI.

Government Agencies
As part of the I Am Priceless and Don’t Buy It Project campaigns, Granicus worked with 10 government agencies to add anti-sex trafficking banner ads in the footer of emails distributed between November 15 and February 4. There were four creative designs based on the I Am Priceless and Don’t Buy It Project ads. 126,500 people opened the emails, and 368 clicked on the banner ad. See a sample of an email with footer ad in the appendix.

RECOMMENDATIONS
- Recruit respected and committed corporate leaders who will make and ask for contributions and engage other businesses
- Research businesses and organizations with demonstrated interest in sex trafficking to serve on the subcommittee
- Reach out early to businesses of relevant industries and government agencies, such as hospitality, transportation, media, and emergency services
- Engage trade associations early to broaden reach and identify other interested partners
• Provide businesses and other large organizations multiple opportunities for engagement: write a check, engage employees, provide in-kind goods or services, conduct own efforts to raise awareness that support the committee’s goals

**FAITH COMMUNITY ENGAGEMENT**

Recommended and led by two members of the business subcommittee, the faith subcommittee developed an inclusive model to harness interest from faith-based communities to learn about sex trafficking and to support victims and service providers through donations and volunteering. These groups were equipped and activated to not only learn but actively engage.

The faith subcommittee worked with service providers to ensure faith community efforts were in sync with the professional outreach efforts of the service providers. Without funding, the subcommittee instigated interfaith conversations and equipped faith communities to actively engage. The subcommittee also collaborated with out-of-state organizations who regularly participate in Super Bowl activities.

The co-chairs of the faith subcommittee believe the work around the Super Bowl has kicked off longer-term faith community efforts. Both subcommittee co-chairs continue to actively engage in furthering the work. Highlights were numerous:

• Engaged 100 churches to participate
• Supported Hope Community Church, in partnership with Source, to transform their buildings near U.S. Bank stadium for the 10 days of the Super Bowl into a warming space that included meals and other necessities for homeless women
• Distributed hundreds of meals, toiletries, and other necessities at Hope and surrounding homeless shelters
• Collaborated with In Our Backyard to organize their community outreach event on 1/27, bringing booklets of missing children and stickers with the national human trafficking hotline to convenience store bathrooms across the Twin Cities metro area. **200 people distributed 1,500 freedom stickers and 2,500 missing children booklets to 400 convenience stores. One of the convenience store owners immediately recognized someone from the booklet**
• Engaged with organizations coming from across the country seeking to conduct human trafficking efforts around the city. The subcommittee convinced most groups to align with and enhance existing efforts instead of disrupting them
• Donated hundreds of dignity bags, gift cards, toiletries, and other items needed throughout the year
• Held community gatherings and Real Talks — courageous conversations on cultural implications and demand — at many congregations
• Created the [Guardian Project website](#), which remains active and houses educational materials, community calendar of events, tools and suggestions for ways to take action and the beginnings of a faith network, linking churches to communities of other faiths across the state

**RECOMMENDATIONS**
• Include the faith engagement effort from the beginning because:
  o 1) It takes lead time to create the volunteer and training efforts to maximize the faith community’s contributions
  o 2) It takes significant time to build interfaith relationships if they do not already exist, and with individual congregations within each faith
• Secure the early involvement of faith groups with a track record of working collaboratively with service providers on sex trafficking
• Do the critical work of building trust between the faith community and the secular community working on sex trafficking. Faith communities and secular communities don’t speak the same language but often share goals.
• Tap faith communities because they offer a vast resource of volunteers and donations to complement the work of service providers and government agencies
• Connect sex trafficking to other issues of interest to faith communities, such as homelessness
• Incorporate the demand side (primarily male buyers) of the work in faith community engagement
• Include service providers and relevant government agencies including any Safe Harbor staff and law enforcement

Budget and Fundraising

Budget
The committee’s goal was to raise and spend $1 million. For fundraising purposes we prepared three budgets — minimal, realistic, and ideal — based on our goals. The actual budget is depicted below. The budget assumptions included:

• Donated media commitments from Clear Channel, Intersection Media, Sinclair Broadcasting, and state agencies’ online efforts
• Existing creative for I Am Priceless and Don’t Buy It Project
• Detailed budget prepared by service providers for additional services for the 10 days of the Super Bowl
• Estimated costs for hotline upgrades and marketing
• Estimated training costs based on previous training costs and the organizations we planned to train

<table>
<thead>
<tr>
<th>BUDGET CATEGORY</th>
<th>ACTUAL EXPENDITURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Awareness Campaign</td>
<td>$210,000</td>
</tr>
<tr>
<td>Training and Community Outreach</td>
<td>$15,000</td>
</tr>
<tr>
<td>Housing, Trauma-Informed Care, and Intervention</td>
<td>$130,000</td>
</tr>
</tbody>
</table>
### Project Management: anchor organization staff time and project management consultant

$175,000

### Replicable Plan

$25,000

### Printing & Design

$15,000

**Total**

$572,000

### RECOMMENDATIONS

- Establish your fiscal agent
- Determine the key categories that will need funding based on your overall goals, existing resources, and infrastructure
- Prepare an initial paid media plan based on a realistic budget and incorporate any donated media (see media plan in appendix)
- Include any costs for creative and production that have not been paid or donated
- Designate a lead service agency to work with other service providers to prepare a detailed budget for added services beyond what would normally be provided during the 10 days of the Super Bowl
- Determine the training that you and your grantees plan to provide in addition to what business and government partners have already planned and the cost to provide the additional training
- If you have a local hotline you decide to use, determine if additional funding is needed to upgrade the hotline and any costs for additional marketing of the hotline
- Be sure to cover any administrative or management costs not included in other categories
- For fundraising purposes, include expected donated goods and services so funders can see how their investment will be leveraged
- Prepare multiple budget scenarios — ideal, realistic, and bare bones — that can achieve your goals
- Create a draft budget early to kick-start fundraising. The budget can be revised as more information is gathered, and, if relevant, updated figures can be provided to key donors

### FUNDRAISING STRATEGY

The business subcommittee committee kicked off its fundraising with significant leading gifts from important community organizations. The Women’s Foundation of Minnesota matched the grant from the National Football League. The Carlson Family Foundation contributed a $75,000 match for additional funds raised, and Clear Channel committed to donating billboard space and radio airtime. The Clear Channel commitment was critical to helping the committee secure additional donated, remnant, and bonus media. In addition, Clear Channel committed to run a billboard thanking top sponsors. Please see example of a billboard thanking corporate sponsors at the end of this section.
The business subcommittee, led by co-chairs from Carlson and Clear Channel, created a target list of potential corporate and foundation donors. It worked with the Host Committee, understanding that the timing for some solicitations may need to be coordinated with fundraising for the event and its own nonprofit initiative. Members of the subcommittee took responsibility to reach out to key contacts to request funds and prepared a one-page summary of the committee’s plan and key funding needs. A visually compelling Power Point provided additional background and shared creative and media plans. It laid out sponsorship options for public awareness and services for victims as well as employee engagement opportunities. The one pager and the Power Point can be found in the appendix.

Success in fundraising was, in large part, due to the persistence of our co-chairs who called upon fellow corporate executives to contribute. Subcommittee members called upon their contacts in the business and foundation community to contribute one-time funds to the effort. Outreach to senior-level executives enabled the committee to secure funds even days before the Super Bowl.

The subcommittee’s co-chairs as well as the full committee’s three co-chairs spoke at many business and community events to engage employers and others to participate in the effort. Both the subcommittee and the full committee chairs raised funds through events and speaking engagements. The committee requested gifts between $10,000 and $50,000.

A silver lining to our last-minute fundraising push for media funds was that the impact of digital ads placed immediately following the Super Bowl drove increased levels of engagement in the Don’t Buy It Project.

**RECOMMENDATIONS**

- Establish the target fundraising list early
- Establish process with fiscal agent to troubleshoot potential conflicts with existing donors and donor targets for this separate, special event effort
- Start fundraising as soon as possible. Be mindful that foundations need lead time to go through their grantmaking process
- Secure lead corporate sponsors for both financial and in-kind contributions
- Secure an initial media sponsor to attract donated and bonus media
- Raise seed and matching funds from respected sources to create momentum
- Approach media partners early to secure donated space and time both at the corporate level and the media publisher/sales level
- Prepare compelling fundraising materials that include creative and describe other needs for services and training.
- Prepare a prospect list based on interest in anti-trafficking work, including major corporations, local foundations, and nonprofit initiative funders. Coordinate with Host Committee on timing.
- Tap your networks for contacts who can either secure funds directly or connect you to the people who can — the right person can make it happen quickly
- Anticipate common excuses not to give such as “we already gave to the Host Committee” or “this doesn’t fit our grant criteria” and prepare responses ahead of time
- If requested amount is declined, push for a lower amount and/or an in-kind gift or employee giving
Suggest corporations look at both the foundation/charitable giving and marketing budgets
Ask Host Committee to drive donations to trafficking effort for one of the 52 weeks of giving
Work with Host Committee on fundraising tactics. Don’t compete, as it will be counter-productive.

CONTRIBUTIONS
In the end, between financial contributions and in-kind donations of media and other sponsored activities, the committee raised and spent more than $1 million. The committee raised $471,000 in financial contributions including $210,000 for media. The value of donated and bonus media was $373,000. In addition, the Mayo Clinic raised $18,800 for supplies of personal necessities and sponsored media. Thrivent raised $30,000 directly for service providers.

In-Kind Overview
Creative development and production for I Am Priceless and the Don’t Buy It Project began years before Super Bowl LII came to town. The Women’s Foundation of Minnesota granted a total of $446,000 to The Link and Men As Peacemakers to develop and launch the two campaigns. Costs for project management and administration were covered by the Women’s Foundation of Minnesota (see Budget, pp. 17-18). Beyond these commitments, many individuals and organizations donated countless hours of pro bono time to the effort, particularly the media buying team of Rachael Marret, Lee Baker, and Aimee Reker.

Direct Funding
Members and partners of the Business and Communications subcommittees of the Super Bowl Anti-Sex Trafficking Committee, including Clear Channel Outdoor, Intersection, Allover Media, Mayo Clinic, and Sinclair Broadcasting, donated media via digital billboards, radio and TV spots, and transit posters.

Corporate and foundation partners, including Carlson Family Foundation, Minnesota Vikings, Women’s Foundation of Minnesota, Best Buy, Target, Medtronic Foundation, Holms/CSM Family Foundation, Google, Delta, Faegre Baker Daniels, and the Culp Family Foundation, sponsored the robust media campaign, which yielded millions of impressions on billboards, buses and light rail, TV, radio and online PSAs, Snapchat, YouTube, and Facebook.

Corporate and foundation sponsors, including the Women’s Foundation of Minnesota, National Football League, Verizon, Greater Twin Cities United Way, Midwest Sign & Screen Printing, Blattner Energy, and the International Academy of Trial Lawyers, supported comprehensive outreach and training efforts.

Thank you for your partnership to END SEX TRAFFICKING
Results Summary

Public Awareness Campaigns
- 122 million impressions
- $78 million donated + $44 million paid
- 3,683 took Don’t Buy It training & 355 took pledge
- 1,300 visits to The Link website via social media & 31% increase in social media followers
- 10 government agencies included messaging in emails; 126,500 opened

Earned Media
- 141 stories
- More than 34 million impressions = media value of $1.8 million
- MN Girls website 4,932 visits; 81% new visitors; 2+ minutes per visit

Housing, Trauma-informed Care, and Intervention
- 2,966 people reached by street outreach workers
- 2,118 youth were provided survival kits
- 31 people provided emergency shelter
- 145 served at drop-in centers

Training
- 15,000+ trained, including all 10,000 Super Bowl volunteers
- 16,812 tip sheets distributed
- 3,683 men trained on the harm caused by sexual exploitation

Law Enforcement – MPD-Led
- 94 arrests - 90 felonies = 98% conviction rate
- 28 victim recoveries
- Limited increase in advertisements: 9,796 ads in 2018; 8,325 ads in 2017. 2018 includes 1,200-1,400 massage ads
- 1,560 individual responses to decoy ads over 11 days of Super Bowl LII
- 57 officers involved from multiple jurisdictions

Law Enforcement – BCA-Led
- 43 arrests - 36 felony minor solicitation & 7 for trafficking
- 14 victim recoveries
- Increase in advertisements from 8,000 in 2017 to 9,014 in 2018 (Data collected by Thorn*, during days pre- and post-Super Bowl). Thorn is a nonprofit that builds technology to defend children from sexual abuse. It has developed a web-based platform called Spotlight, made available free to law enforcement to streamline their child sex trafficking investigations and identify children faster. This tool is being used by approximately 7,000 officers nationwide and has played a critical role in anti-trafficking efforts since 2014. Over 300 officers involved in Super Bowl security...
Bowl operations have been trained and provided access to Spotlight to leverage their investigations since 2015.

**Hotline**
- 797 calls

**Mayo Clinic**
- Full page Star Tribune ad = 1.5 million impressions
- 7,000 people clicked through the link online
- TV spot ran 3,500 times in Rochester, La Crosse and Mankato
- 260+ gifts worth more than $19,000 donated via Rise Up gift registry

**Faith Community Engagement**
- More than 100 congregations engaged in volunteering, trainings & donation drives
- Hundreds of meals delivered, necessities collected & distributed
- 200 volunteers distributed 2,500 missing children’s books and 1,500 freedom stickers to convenience stores
- Thrivent sponsored Not In Our City 5K raised $30,000 for service providers

**Funding**
- $471,000 in corporate and foundation donations
- More than $1 million contributed and donated
- 11 companies and foundations funded the media campaign
- 7 organizations contributed to outreach, training, and services
- 5 media companies donated space and time
INSPIRING YOUTH TO TAKE ACTION

The elevated focus on sex trafficking as part of our Super Bowl effort inspired young people to take action.

★ The Blake School’s girls’ hockey team raised over $112,000 to fund a full-time analyst at Hennepin County.

★ The team, along with Breck School students, started a social media campaign to challenge other sports teams in the Twin Cities [https://twitter.com/therealBGH/status/951625510005673985]. The local CBS television affiliate covered the Twitter and Instagram campaign [http://minnesota.cbslocal.com/2018/01/06/breck-anti-sex-trafficking-video/].

★ De La Salle high school students were joined by students from 5 other high schools to march in downtown Minneapolis on Feb. 1 during the Super Bowl to highlight sex trafficking [http://thecatholicspirit.com/news/local-news/students-march-downtown-minneapolis-oppose-human-trafficking/]. The 100 students put signs in front of the Maxim playhouse.

★ A college student from St. John’s University was so excited about the Don’t Buy It Project that he got the school to invite Men As Peacemakers to host an engagement event. He stated that the way MAP talked clearly about the harm caused by commercial sexual exploitation and the positive potential men have to make change was inspirational to him.

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- Paid media plan
- Paid media report
- Media coverage report
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- Government agency sample email

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- Training report
- Spot the Signs pocket wallet image

### Housing, Trauma-informed Care & Intervention
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- Services report
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### Law Enforcement
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- Human Trafficking bench card

### Child Protection
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- Response memo (distributed statewide)
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- Fundraising Power Point
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