



IOWA BUSINESSES AGAINST TRAFFICKING

NEW MEMBER TOOLKIT



What is Iowa Businesses Against Trafficking?



Iowa Businesses Against Trafficking (IBAT) is a statewide recognition and education initiative created by the Iowa Secretary of State's office. IBAT empowers businesses to join the fight against human trafficking through education and outreach. Businesses that join IBAT make two commitments: to **'Learn Something'** and **'Do Something'** about human trafficking. Human trafficking happens in Iowa; it occurs behind closed doors, in plain sight, at workplaces, and in local communities, making it a real threat that affects local workplaces and neighborhoods.

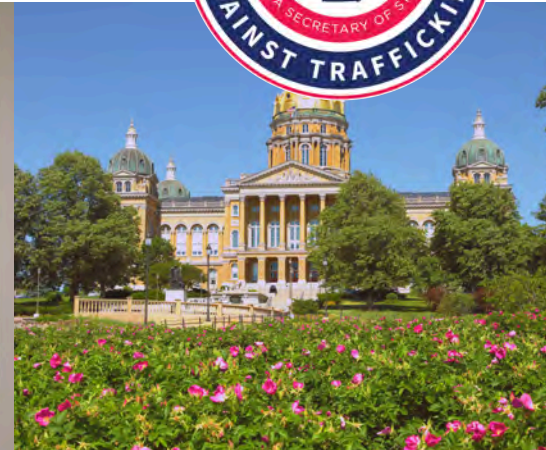
LEARN SOMETHING

IBAT members begin their journey by taking the first step: **learning about human trafficking**. By educating yourself, your employees, customers, and industry partners, you help build a safer and more informed community, one where your business can grow and thrive. As an IBAT participant, you'll receive access to flyers, videos, educational materials, and expert-led training resources to support you along the way. Every business is different, and your path may look unique; that is why IBAT is a flexible, self-guided initiative.

DO SOMETHING

IBAT members continue their journey by taking the next step: **doing something about human trafficking**. This may involve examining your industry's supply chains, raising awareness, spreading the word, and encouraging other businesses to get involved. Every business's "do something" path will look different, and that's okay. From small, family-run shops on Main Street to large corporations across the state, we encourage all businesses to take action, share their progress, and become IBAT champions in the fight against human trafficking.

Why the Iowa Secretary of State's Office?



TOGETHER, WE CAN BUILD AN ARMY OF BUSINESSES TO FIGHT AGAINST HUMAN TRAFFICKING.

Iowa's economy thrives because of our local businesses. Over the past several years, the [**Office of the Iowa Secretary of State**](#) has witnessed a record number of new businesses being established across the state.

Business services are a cornerstone of our operations at the Iowa Secretary of State's office. Secretary of State Paul Pate is committed to providing quality, efficient service to Iowa's business community while also empowering the businesses that serve as the backbone of our communities, whether large or small, rural or urban.

These businesses of all sizes represent a tremendous opportunity. With their established networks and community influence, they can help us reach thousands of Iowans directly to raise awareness about violent crimes through education and prevention initiatives.

When Iowa's business community unites, we have the power to end human trafficking in our state. From Fortune 500 companies to the corner café with a single employee, **every business has a role to play, and every contribution matters.**

The impact doesn't require grand gestures. A brochure displayed at the checkout counter, a social media post shared with followers, or a conversation with customers can spark awareness that spreads throughout entire communities. These simple actions create a ripple effect that reaches across Iowa, turning individual efforts into a statewide movement for change.



What is Iowa Safe at Home?



EVERY IOWAN DESERVES TO BE SAFE AT HOME.

Iowa Safe at Home (SAH), a partner program to Iowa Businesses Against Trafficking (IBAT), is an address confidentiality program for survivors of crime, including human trafficking, sexual assault, domestic violence, stalking, and assault.

Safe at Home offers three services, including:

1. **A legal substitute address** that the participant can use in place of their physical address for any public or private entity in Iowa.
2. **Mail forwarding** for all first-class, legal, and certified mail, including prescriptions, government packages, and medical supplies.
3. **Confidential voter registration and absentee ballot voting** for all eligible elections.

TOGETHER, WE ARE MAKING A DIFFERENCE.

Thanks to the success of the Iowa Safe at Home program, the Iowa Secretary of State was able to create the Iowa Businesses Against Trafficking initiative. This impactful partnership is amplifying awareness of these horrific crimes, educating the public on prevention, and connecting survivors with resources across the state of Iowa.

To learn more about Iowa Safe at Home or to request program materials, email SafeAtHome@sos.iowa.gov.



IBAT Members Goals and Tactics



GOALS

- **'Learn Something'** about the signs of human trafficking.
- **'Do Something'** to raise awareness of human trafficking within your community.
- Promote and share information on the Iowa Businesses Against Trafficking initiative and partner program, Safe at Home.
- Recruit new IBAT members to continue the rippling impact of raising awareness on human trafficking and other serious crimes.

TACTICS

- Hang the IBAT decal you received in the mail proudly on your business window and display flyers throughout your business. This toolkit includes sample flyers for your use. You will be mailed an IBAT decal. Please contact us for additional decals!
- Share posts about IBAT on your social media channels and use the hashtag **#IowaBAT**. This toolkit includes sample graphics and captions for your use.
- Include a blurb about IBAT in your newsletter. This toolkit includes newsletter blurbs for your use.
- Send a press release to your local media. This toolkit includes a template release and best practices for working with the media.
- Share fact sheets and resources with key stakeholders, including the media, local businesses, and the general public. This toolkit includes a fact sheet for your use.
- Utilize your business network to recruit new IBAT members. This toolkit includes recruitment tips for your use.

'Learn Something' Resource Library



Recognizing the signs is the first step to making a difference. While we all know the importance of speaking up when we see something suspicious, we can only act when we know what to look for. That's why we're providing comprehensive anti-trafficking resources to help you "Learn Something" about human trafficking, from informational materials and training sessions to practical tools that empower you and your team to recognize the warning signs and respond effectively. Visit the IBAT Resource Library to connect with resources across the state.

STATEWIDE ORGANIZATIONS

- [Iowa Network Against Human Trafficking \(NAHT\)](#)
- [Iowa Office to Combat Human Trafficking](#)
- [Iowa Department of Transportation \(DOT\)](#)
- [Iowa Attorney General's Office](#)
- [Iowa Department of Public Safety \(DPS\)](#)
- [Additional Resources on IBATs Website](#)



NATIONWIDE ORGANIZATIONS

- [National Human Trafficking Hotline](#)
- [DHS Center for Countering Human Trafficking \(CCHT\)](#)
- [The Blue Campaign](#)
- [U.S. Department of Justice](#)



Participate in Awareness Campaigns



Human Trafficking Awareness Month - January

Human Trafficking Awareness Month (HTAM), observed in January, is dedicated to educating the public, preventing trafficking, supporting survivors, advocating for stronger laws, and raising awareness against modern-day slavery.

Sexual Assault Awareness Month - April

Sexual Assault Awareness Month (SAAM), observed in April, focuses on raising awareness about sexual violence, supporting survivors, educating communities, and promoting prevention strategies to combat sexual assault.

National Small Business Month - May

National Small Business Month (NSBM), observed in May, celebrates and recognizes the contributions of small businesses to the economy and local communities. It aims to raise awareness, provide support, and recognize these contributions to society.

World Day Against Human Trafficking in Persons - July 30

Each year, this day highlights the global issue of human trafficking, focusing on promoting the rights of trafficking victims, emphasizing the prevalence of this crime, and mobilizing action to combat trafficking networks.

Domestic Violence Awareness Month - October

Domestic Violence Awareness Month (DVAM), observed in October, is dedicated to raising awareness about domestic violence, supporting survivors, educating communities, and advocating for policies and resources to prevent and address domestic abuse.

2024 IOWA STATISTICS

IOWA BUSINESSES AGAINST TRAFFICKING



OTHER STATES ARE FOLLOWING THE IOWA MODEL.

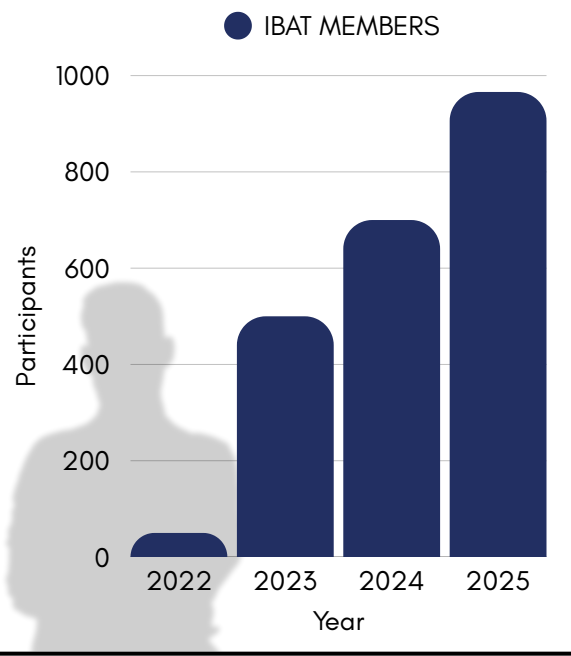
Terminology to Know

Human Trafficking
A form of modern-day exploitation and has been reported in all fifty states. Anyone can become a victim of human trafficking, no matter their age, race, gender, ethnicity, nationality, immigration status, and socioeconomic status.

Sex Trafficking
A commercial sex act is induced by force, fraud, or coercion, or in which the person induced to perform such act is not 18 years of age.

Labor Trafficking
Recruitment, harboring, transportation, provision, or obtaining of a person for labor or service, through the use of force, fraud, or coercion for the purpose of subjection to involuntary servitude, peonage, debt bondage, or slavery.

IBAT MEMBER GROWTH



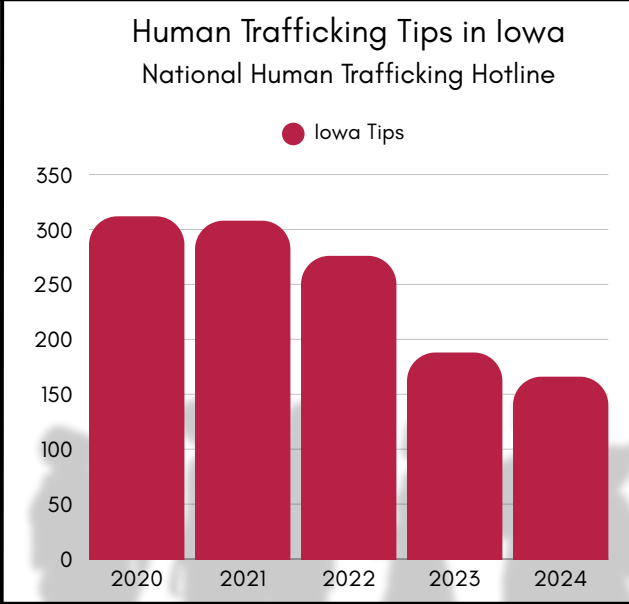
166
Signals received by the National Human Trafficking Hotline in 2024 from Iowa.

SOS Hand Signal that Saves Lives



OVER 16,000 CERTIFIED LODGING STAFF SUCCESSFULLY COMPLETED THE HUMAN TRAFFICKING PREVENTION TRAINING CERTIFICATION.

617 CERTIFIED IOWA LODGING FACILITIES



153
Alleged Child Sex Trafficking Cases in Iowa (DHHS)

106
Found Child Sex Trafficking Victims in Iowa

33
Confirmed Child Sex Trafficking Cases in Iowa

320
Estimated Human Trafficking Victims in Iowa at Any Given Time

Key Messages and Talking Points



By emphasizing these key messages and talking points, your business and employees can be an impactful force for supporting your community, encouraging other businesses to join IBAT, and raising awareness of human trafficking.

- Human trafficking is a form of modern-day exploitation, where men, women, and children are forced to perform labor services or sexual acts.
- Human trafficking impacts thousands of people across the United States, and it can happen to anyone.
- Human trafficking is a crime that can occur behind closed doors, in plain sight, at a workplace, and in any community.
- Human trafficking is a growing problem across our state, nation, and world.
- Human trafficking is a complicated crime to quantify accurately and is often mistaken for or tied to other crimes.

Program Branding



COLLABORATE WITH IBAT INITIATIVE.

IBAT is passionate about ensuring our members have the resources, materials, and support needed to 'Learn Something' and 'Do Something.' We offer a variety of materials within this toolkit for your business to use as you take the first step toward accomplishing IBAT's mission.

If your business is interested in collaborating on any materials, please contact IBAT@sos.iowa.gov to discuss your ideas and learn more about the collaboration process.

LOGOS



Original



White



Black



Ruby Red

SLUGAN

Learn Something, Do Something. Together, we are making a difference.

Press Release Template



FOR IMMEDIATE RELEASE

CONTACT: [NAME OF IBAT MEMBER]

PHONE NUMBER and/or email address

MEDIA RELEASE: Business Name joins statewide Iowa Businesses Against Trafficking initiative

CITY - Business Name announced today it has joined a statewide coalition to end human trafficking in Iowa. The Iowa Businesses Against Trafficking (IBAT) initiative is spearheaded by the Iowa Secretary of State's Office. The goal is to have Iowa's business community raise awareness and help prevent human trafficking.

Membership in IBAT is open to any business or nonprofit organization that operates in the State of Iowa and shares a commitment to taking steps to promote awareness of human trafficking and the Iowa Safe at Home program. Safe at Home is an address confidentiality program for survivors of human trafficking and other violent crimes.

Businesses that join IBAT are asked to complete two tasks each year: 'Learn Something,' and 'Do Something.' Businesses will commit to 'Learn Something' by educating employees, customers, and industry partners on the signs and impact of human trafficking in Iowa. Businesses can 'Do Something' by empowering more people to take action to prevent human trafficking in Iowa.

"INSERT YOUR ORGANIZATION'S QUOTE HERE"

IBAT was launched by Iowa Secretary of State Paul Pate in January 2022.

"I'm very pleased to have Business Name join the army we are building to combat human trafficking," Secretary Pate said. "By joining IBAT, they've shown a commitment to their community and helping others. Together, we can make a huge difference and become a model for the rest of the nation."

Business name, based in City, is a business type that (include company biographical information here).

Learn more about Iowa Businesses Against Trafficking and ways you can raise awareness of human trafficking and become a member of IBAT at IBAT.Iowa.Gov.

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Best Practices for Working with Media



- Update the red text in the template to reflect your business's information.
- There is a section to add a quote about the importance of supporting small businesses and their impact on lowan communities. This is an opportunity to be personal and specific about the importance of being an IBAT member and participating in its mission to 'Learn Something' and 'Do Something.'
- It is best practice to copy and paste the press release into the body of the email.
- Keep emails to the press short. You can include an introductory email before the press release to the reporter, or you can simply send the press release with no additional commentary. Reporters (especially local reporters) get a lot of these, and it's easy to get lost in the shuffle. Generally, all written outreach should be concise and easy to read.
- If you have relevant photos, include those. If not, you can include photos of your team, a headshot, and so on.
- If you are sending content to more than one member of the media or a media outlet, it is essential to either send separate emails or use the blind copy (BCC) feature to keep the emails private.

For additional resources, contact IBAT at IBAT@sos.iowa.gov.

Social Media Materials



GRAPHICS AND CAPTIONS



I am a Proud Member of IBAT

I am a proud member of IBAT, an initiative that empowers businesses like ours to help end human trafficking. Join IBAT today, at IBAT.iowa.gov.

#IowaBAT #EmpowerBusinesses #EndTrafficking



End Human Trafficking in Iowa

It's time to break the chains. Let's stand together to end the exploitation and suffering caused by human trafficking. Join IBAT today, at IBAT.iowa.gov.

#IowaBAT #StopTrafficking #BreaktheChains



Together, We are Making a Difference

Together, IBAT members are making a difference and you can too! Join IBAT today, at IBAT.iowa.gov.

#IowaBAT #EndTrafficking #MakeaDifference

Tag @IowaSafeAtHome or @IowaSecretaryofStatePaulPate on social media or use hashtag #IowaBAT and we'll reshare.

Social Media Materials



GRAPHICS AND CAPTIONS



Learn Something. Do Something.

As an IBAT member, (Business Name) is taking a stand against human trafficking through our commitment to 'Learn Something' and 'Do Something.' Your business can, too. Visit IBAT.iowa.gov.

#IowaBAT #LearnSomething #DoSomething



Join the Fight to End Human Trafficking

Join us in the fight to end human trafficking, a horrific and exploitative crime, in Iowa. Visit IBAT.iowa.gov to join!

#IowaBAT #JointheFight #EndTrafficking



Effective Ways to Recruit New Members



As the expert of your community, your passion for raising awareness of human trafficking can be amplified through recruiting new businesses to join this initiative. To make it easier, we've put together some tips:

- **Create a membership network in your community.** By recruiting other businesses, you are creating a core group within your community focused on this initiative, giving you the opportunity to join forces to 'Learn Something' and 'Do Something.'
- **Understand your target audience.** This can impact how you approach a business and what 'Do Something' examples you share.
- **Determine how you will contact potential IBAT members. This way, you can be prepared for what IBAT materials you'll need to request.**
- **Make it personal.** Share why your business joined IBAT and extend this reasoning to why their business should join.
- **Remove barriers. Utilize IBAT materials in your ask to make it easy for a business to join IBAT. Point out the website link or QR code** on these materials, and share that they can easily apply online.
- **Follow up.** Not every business you approach will become an IBAT member the first time you contact them. Wait a while and check to see if they have any questions or want to be connected to IBAT staff.

Your business can also request a virtual or in-person* IBAT presentation by Secretary Pate and staff, or for IBAT and SAH to table a local event in your area. To request a speaker or materials or share event information, email IBAT@sos.iowa.gov.

***Staff will do their best to accommodate all requests depending on availability and location.**





**IOWA BUSINESSES
AGAINST TRAFFICKING**

IBAT@sos.iowa.gov

IBAT.iowa.gov

515-250-1811

**IOWA
SAFE AT HOME**

SafeAtHome@sos.iowa.gov

SafeAtHome.iowa.gov

515-725-7233 (SAFE)