Fundraiser Toolkit

Thank you for taking the generous step of fundraising for an LGBTQ organization as part of their Give OUT Day campaign.

Give OUT Day is the only national day of giving for the LGBTQ community, helping hundreds of LGBTQ nonprofits raise millions of dollars since 2013.

This year, the campaign runs through all of Pride Month: an incredible opportunity for you to show your pride, when we can't gather in person for parades and celebrations. This pandemic has hit LGBTQ organizations hard, but because of supporters like you, Give OUT Day offers a sense of hope.

This guide will provide you all the tools you need for a fundraiser that's not only successful, but also easy and fun!

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How it works

1

Set up your fundraiser page.

Visit giveoutday.org, search for an organization, and click the "fundraise" button. You'll need to sign up for an account on the site, if you haven't already. You'll receive an email to verify your account. Then, follow these easy steps.

1. Click the pencil "Page Editor" icon for the list of items to customize.
2. Click "Title" and enter a name for your fundraiser, like "[Your Name's] Give OUT Day Fundraiser for [Organization's Name]."
3. Click "Image/Video" to upload featured media, like a photo or the organization's logo – or you can just use this Give OUT Day graphic. The photo should be at least 770x570.
4. Click "Goal" and enter a goal amount. $200-$500 is a good place to start.
5. Click "Short Story" and describe your fundraiser in 100 characters, like "Helping [LGBTQ Organization] for Give OUT Day."
6. Click "Duration" to select the campaign end date as June 30, Give OUT Day.
7. Click "Organizer Info" to link your social media accounts.
8. Click "Description" and explain why supporters should give to your campaign. You'll want to succinctly describe the organization, what it is fundraising for, and why you personally want supporters to make gifts. What impact has the organization had on you?

TIP

Use the page template provided on page 5. The organization you are supporting may also have created a fundraiser template that you can use.

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2

Jumpstart your campaign with a seed donation.

Showcasing that you're not only a supporter but also a donor will encourage your network to give. Lead by example!

3

Starting June 1, reach out to your network.

All contributions to your campaign from June 1, 2020, through June 30 (Give OUT Day) will count toward Leaderboard prizes – that is, prizes ranging from $1,000 to $10,000 for nonprofit partners with the highest number of individual donors in their category. You should aim to have all donations come in during this window.

Start reaching out to your network beginning June 1. Donors to your campaign are most likely to be people who are in your personal network, like your friends, family, and colleagues. You'll want to reach out to them early and often to ensure a successful campaign.

TIP

You can reach out to your network in many ways, like posts and direct messages on social media, personal emails, text messages, and phone calls. See the outreach templates on page 6-9 for examples to customize!

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4

Keep communicating on the big day.

Make sure to do a big push on the morning of June 30, Give OUT Day. Let your network know that today is the big day, and it's the last chance they will have to donate. You can also communicate as you hit important milestones, like when you are halfway to your goal, and as individuals make gifts to your campaign.

5

After Give OUT Day, thank your supporters.

After the big day, make sure to thank everyone who contributed to your campaign. It's so important to make sure all your supporters know how important their contributions were!

Template: Fundraiser Page

Title

[Mark's] Give OUT Day Fundraiser for [LGBTQ Organization]

Goal

$500

Duration

Campaign End Date: June 30 (Give OUT Day)

Short Story (100-character limit)

Helping [LGBTQ Organization] [to provide hotline calls for LGBTQ youth] for Give OUT Day

Description

This Pride Month, I'm raising money for [LGBTQ Organization], an organization [that runs a crisis hotline for LGBTQ youth]. [LGBTQ Organization is trying to raise $5,000 to fund 1,000 calls with local youth seeking support during the COVID-19 pandemic.]

LGBTQ organizations have been hit hard by the pandemic and need support during this challenging time. It would mean a lot to me if you made a donation, because [I myself have benefitted from their hotline. It made a big impact on me when I needed support].

I'm doing this as part of Give OUT Day, the only national day of giving for the LGBTQ community. Give OUT Day is June 30, and donations during all of Pride Month count toward my goal. [LGBTQ Organization] could earn thousands in additional prize money if they get the most donors!

A gift of $25 could really make a difference. Thank you so much!

Consider adding any photos or videos that feature you and the organization.

	Your name		Brief description of organization's work
	Organization's name		Why you think people should donate
	Organization's reason for fundraising		

Template: Initial Outreach
Social Media

Social media post

Hi friends! I'm raising money for [LGBTQ Organization] as part of their Give OUT Day campaign! [LGBTQ Organization is trying to raise $5,000 to fund 1,000 calls with local youth seeking support during the COVID-19 pandemic.] LGBTQ organizations have been hit hard in this pandemic, and it would mean a lot to me if you made a donation, because [I myself have benefitted from their hotline. It made a big impact on me when I needed support]. Thank you for giving! *[link to your fundraiser page]*

TIP

Don't hesitate to tag your friends in your post to make sure they see it! If you want, you can add one of these graphics to your post. If you are posting on Instagram, consider posting a video explaining why your friends should give to your campaign. Instead of including the fundraiser link in your post, add it to your Instagram bio, and tell your friends to go there to give.

Social media direct message

Hi [Ricardo]! I have exciting news: This Pride Month, I'm raising money for [LGBTQ Organization] as part of their Give OUT Day campaign! [LGBTQ Organization is trying to raise $5,000 to fund 1,000 calls with local youth seeking support during the COVID-19 pandemic.] It would mean a lot to me if you made a donation, because [I myself have benefitted from their hotline. It made a big impact on me when I needed support]. Thank you for giving! You can give here: *[link to your fundraiser page]*

	Your name		Brief description of organization's work
	Organization's name		Why you think people should donate
	Organization's reason for fundraising		Your friend's name

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Template: Initial Outreach
Email and Text Message

Email

Subject line: Need your help: I'm supporting [LGBTQ Organization] for Give OUT Day!

Hi [Ricardo]! I have exciting news: This Pride Month, I'm raising money for [LGBTQ Organization] as part of their Give OUT Day campaign!

If you don't know, [LGBTQ Organization] is an organization that's really important to me. [They run a crisis hotline for LGBTQ youth]. They've been hit hard during the pandemic, and it would mean a lot to me if you made a donation, because [I myself have benefitted from their hotline. It made a big impact on me when I needed support].

[LGBTQ Organization is trying to raise $5,000 to fund 1,000 calls with local youth seeking support during the COVID-19 pandemic.] Your gift of $25 would bring me closer to my goal and would make a big difference! Thank you for giving during this challenging time: *[link to your fundraiser page]*

Text Message

Hi [Ricardo]! This Pride Month, I'm raising money for [LGBTQ Organization]! It would mean a lot to me if you made a donation, because [I myself have benefitted from their hotline. It made a big impact on me when I needed support]. You can contribute here: *[link to your fundraiser page]*

	Your name		Brief description of organization's work
	Organization's name		Why you think people should donate
	Organization's reason for fundraising		Your friend's name

Template: Day-of Outreach
Social Media

Social media post

Today is Give OUT Day, and I'm raising money for [LGBTQ Organization]! It would mean a lot to me if you made a donation, because [I myself have benefitted from their hotline. It made a big impact on me when I needed support]. Plus, if [LGBTQ Organization] gets the most donors in their category, they earn additional prize money, which would mean so much during this challenging time. Even with Pride parades canceled, we can all show our pride by making a gift! *[link to your fundraiser page]*

Social media direct message

Hi [Ricardo]! Today is Give OUT Day, and I'm raising money for [LGBTQ Organization]! They are [trying to raise $5,000 to fund 1,000 calls with local youth seeking support during the COVID-19 pandemic.] It would mean a lot to me if you made a donation, because [I myself have benefitted from their hotline. It made a big impact on me when I needed support]. Plus, if [LGBTQ Organization] gets the most donors in their category, they earn additional prize money, which would mean so much during this challenging time. You can give here: *[link to your fundraiser page]*

	Your name		Brief description of organization's work
	Organization's name		Why you think people should donate
	Organization's reason for fundraising		Your friend's name

Template: Day-of Outreach
Email and Text Message

Email

Subject line: Today is Give OUT Day! Last chance to help me support [LGBTQ Organization]

Hi [Ricardo]! Today is the big day – it's Give OUT Day, the only national day of giving for the LGBTQ community! I'm raising money for [LGBTQ Organization], and I hope you'll support my campaign.

[LGBTQ Organization is trying to raise $5,000 to fund 1,000 calls with local youth seeking support during the COVID-19 pandemic.] It would mean a lot to me if you made a donation, because [I myself have benefitted from their hotline. It made a big impact on me when I needed support]. Plus, if [LGBTQ Organization] gets the most donors in their category, they earn additional prize money, which would mean so much during this challenging time.

Thank you for giving before midnight tonight! You can contribute here: *[link to your fundraiser page]*

Text Message

Hi [Ricardo]! Today is Give OUT Day! That means it's your last chance to support my fundraising campaign for [LGBTQ Organization]! [LGBTQ Organization is trying to raise $5,000 to fund 1,000 calls with local youth seeking support during the COVID-19 pandemic.] Please consider contributing before midnight and helping out during this challenging time: *[link to your fundraiser page]*

	Your name		Brief description of organization's work
	Organization's name		Why you think people should donate
	Organization's reason for fundraising		Your friend's name