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 a month-long fundraising campaign culminating on June 30, the only national day of giving for the LGBTQ community. Give OUT Day has helped hundreds of LGBTQ nonprofits raise millions of dollars since 2013.

When you step up as a fundraiser, you join an incredible community of supporters lending their personal networks to LGBTQ causes. This guide will provide you all the tools you need for a peer-to-peer fundraising campaign 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 770 x 570.
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] [to achieve goal] for Give OUT Day."
6. Click "Duration" to select the campaign end date as June 30, Give OUT Day.
7. 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?
8. Click the gear "Settings" icon and customize your social sharing image, similar to the featured media you used for "Image/Video." You can use this Give OUT Day graphic. The graphic should be 1200 x 628. Here, you can also customize your page url.

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 through Pride Month (June) 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!

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 last chance they will have to donate!

As you hit important milestones, like when you are halfway to your goal, or even as individuals make gifts to your campaign, you can post updates on your fundraising page keeping folks informed about your progress!

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 the importance of their contributions!

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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

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.]

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, a month-long fundraising campaign culminating on June 30, the only national day of giving for the LGBTQ community. 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.] 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 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 hope you're well! I have exciting news: 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.] 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

Template: Initial Outreach
Email and Text Message

Email

Subject line: Exciting news: I'm supporting [LGBTQ Organization] for Give OUT Day!

Hi [Ricardo]! I hope you're doing well! I have exciting news: 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]. 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.] Your gift of $25 would bring me closer to my goal and would make a big difference!

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

Text Message

Hi [Ricardo]! 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	
Organization's name	
Organization's reason for fundraising	

Brief description of organization's work	
Why you think people should donate	
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! Today is your last chance to give! *[link to your fundraiser page]*

Social media direct message

Hi [Ricardo]! Today is Give OUT Day, and I'm raising money for [LGBTQ Organization]! [LGBTQ Organization is trying to raise $5,000 to fund 1,000 calls with local youth seeking support.] 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! Today is your last chance to give. You can give here: *[link to your fundraiser page]*

(pink)	Your name	(green)	Brief description of organization's work
(orange)	Organization's name	(blue)	Why you think people should donate
(yellow)	Organization's reason for fundraising	(purple)	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.] 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!

Every gift, large or small, brings me closer to my goal and has a big impact. 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.] Please consider contributing before midnight: *[link to your fundraiser page]*

(pink)	Your name	(green)	Brief description of organization's work
(orange)	Organization's name	(blue)	Why you think people should donate
(yellow)	Organization's reason for fundraising	(purple)	Your friend's name