



Thank you for taking the generous step of fundraising for **Northern Nevada HOPES' LGBTQ+ Care** as part of HOPES' 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!

How it works

Set up your fundraiser page.

Visit giveoutday.org, search **Northern Nevada HOPES**, 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 Northern Nevada HOPES.
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 Northern Nevada HOPES [to provide LGBTQ care and support services 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? **Find an example on page 3.**

Template: Fundraiser Page

<p>Title [Mark's] Give OUT Day Fundraiser for Northern Nevada HOPES</p>	<p>Goal \$500</p>
<p>Duration Campaign End Date: June 30 (Give OUT Day)</p>	<p>Short Story (100-character limit) Helping Northern Nevada HOPES [to provide LGBTQ care and support services] for Give OUT Day</p>

Description

This Pride Month, I'm raising money for Northern Nevada HOPES, an organization that [provides comprehensive health care and wellness services for the LGBTQ community]. [Northern Nevada HOPES is trying to raise \$3,000 to continue providing comprehensive care and wellness services to members of the LGBTQ community and seeking support during the COVID-19 pandemic.]

LGBTQ organizations and community health centers 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 [Example: I myself have benefitted from HOPES' LGBTQ health care. It made a big impact on me when I needed support OR as a supporter of the LGBTQ community, I think it's important all individuals have access to the care and services to live a successful and fulfilling life].

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. Northern Nevada HOPES could earn thousands in additional prize money if they get the most donors!

A gift of \$30 gift 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

Template: Social Media Post

Social media post

Hi friends! I'm raising money for Northern Nevada HOPES as part of their Give OUT Day campaign! [Northern Nevada HOPES is trying to raise \$3,000 to continue providing comprehensive care and wellness services to members of the LGBTQ community and seeking support during the COVID-19 pandemic. LGBTQ, community health centers like HOPES have been hit hard in this pandemic, and it would mean a lot to me if you made a donation, because [Example: I myself have benefitted from their health care. It made a big impact on me when I needed support **OR** as a supporter of the LGBTQ community, I think it's important all individuals have access to the care and services to live a successful and fulfilling life]. Thank you for giving! [*link to your fundraiser page*]

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.

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