

FUNDRAISER

Tool-kit



GIVE OUT DAY


Thank you for taking the generous step of hosting a fundraiser for HOPES as part of our Give OUT Day campaign. Give OUT Day is the only national day of giving for the LGBTQ+ community, helping to fund critical services for thousands of LGBTQ+ individuals since 2013.

When you set up a fundraiser, you join an incredible community of supporters lending their personal connections to LGBTQ+ causes, like the work we do at Northern Nevada HOPES. This guide will provide all the tools you need for a peer-to-peer fundraising campaign that's not only successful, but also easy and fun!

SET UP YOUR FUNDRAISER PAGE

Visit www.giveoutday.org/organization/Nnhopes 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.

Your initial fundraiser is created from a template designed by HOPES, but you have the ability to customize it to make it your own. To see which sections you can edit, just hover over the text with your mouse and it will highlight the section. While hovering over a section, just click to edit it. Here are some of the field you can change:

1. Title – Give OUT Day 2022
 - Enter a name for your fundraiser, like "[Your Name's] Give OUT Day Fundraiser for Northern Nevada HOPES
2. Image/Video – Template is preloaded with the campaign image.
 - You can upload your own image. The photo should be at least 770x570.
 - You can create a video of why you're supporting HOPES and Give OUT Day.
3. Message – What are you fundraising for?
 - This is a brief sentence of what you're fundraising for. You can put more details in the story section below.
4. Goal – Currently set at \$1,000. (HOPES' Goal is \$50,000)
 - Feel free to change your goal amount. Be on the lookout for future emails as we reveal prizes up for grab depending on the amount you raise.
 - HOPES could earn thousands in additional \$10,000 in prize money if they get the most donors!
5. Duration – It is calendar symbol . Be sure to update this.
 - Select the campaign end date as June 30, Give OUT Day.
6. Story – Why should your network support you?
 - Explain why supporters should give to your campaign. You'll want to briefly describe HOPES, what it is you are fundraising for, and why you personally want supporters to make gifts. What impact has HOPES had on you, someone you love, and/or your community?

Sample Story for Your Online Fundraiser:

A version of this story is pre-loaded into the template and you have the opportunity to add your own personal flair.

This PRIDE month as part of Give OUT Day, a month-long fundraising campaign culminating on Give OUT Day- June 30, I'm proudly raising money for Northern Nevada HOPES an organization whose vision is to build a healthier community for all.

HOPES is trying to raise \$25,000 and win an additional \$10,000 to connect members of the LGBTQ+ community with its one-stop-shop health and wellness services.

Their inclusive, collaborative, and non-judgmental approach puts patients at the center of their own care. All are welcome and encouraged access a range of services including:

- Behavioral Health
- HIV/STI Testing
- HIV Care
- Referrals and help with payment assistance for services not provided at HOPES.
- Comprehensive Care from the top of your head to the tips of your toes.

Every dollar you give will benefit our local LGBTQ+ Community.

It would mean a lot to me if you made a donation, because (fill in the blank)

[I myself have benefitted from their services **OR** It made a big impact on me when I needed support **OR** my family member/friend has benefited for their services **OR** I am a proud ally to the LGBTQ community].

Together we can play an instrumental role in giving real HOPE to people in our community.

Thank you so much for your support!

7. You're ready to publish, so click Publish and start fundraising for Give OUT Day!
8. Social Media Channels - Link your social media accounts once your fundraiser is published.
 - Easily share content with your network by clicking each icon and connecting to your social media account.

Questions:

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Additional Resources:

General Give OUT Day Page:

<https://www.giveoutday.org/Nnhopes>

Set up your Give OUT Day Fundraiser:

www.giveoutday.org/organization/Nnhopes

Give OUT Day on HOPES website:

<https://www.nnhopes.org/patients/services/giveoutday/>

Thank you for choosing to support Northern Nevada HOPES!