

Fundraising Toolkit



By fundraising for The OUT Foundation, you have the opportunity to help us remove the barriers that block LGBTQ+ individuals' access and participation in fitness, health, and wellness. Read through our step-by-step instructions on how to kick start your fundraising.

1

Choose how you want to fundraise.

If the idea of fundraising is overwhelming to you – don't let it be! There are a number of suggested fundraising challenges to get you started, from donating your birthday, running for The OUT Foundation in a local race, hosting an OUTWOD at your local gym and, of course, signing up for The OPEN+! Whatever you do, you can create a personal fundraising page to collect donations and track your progress.

As long as you have fun, the donations will follow.

2

Set a fundraising goal.

When posting about your fundraising for the OPEN+, it's important to set a fundraising goal for yourself. A goal is an important tool to help your supporters rally around your cause, and it will help keep you focused as you begin putting your fundraising plan in action.

>> REMEMBER – it doesn't matter how much money you raise. Your efforts, big or small, will make a difference in the lives of those touched by our work. But, be ambitious – you'll be surprised at how easy it is!

3

Identify your network of support.

Think about all the people who can help you reach your fundraising goal. This doesn't have to be just people who can donate – it may include local businesses that can provide items for your fundraising activities or friends that can help you plan an event.

Get creative as you make your list. Think beyond the family and friends that you see every day. Consider people like your coach, dentist, and teachers. Many people want to give to a great cause...all you need to do is ask!

Once you create your list, save it to use for your outreach emails and to send thank you emails after you receive a donation.

4

Start asking for donations.

It's time to start raising some money. Reach out to your family, friends and social networks as you start asking for donations. Some effective ways to make your fundraising ask and amplify your efforts:

- **Craft a fundraising email.** Emails are the fastest and most effective way of asking for donations. Don't forget to personalize your email to make it more compelling.
 - **Write a fundraising letter.** Yes, people do still send snail mail! A personal letter in the mail will make your fundraising ask stand out. Make sure to include a self-addressed stamped envelope to make it easier for your recipient to give right away.
 - **Use social media.** It's the best way to reach the most number of people and share the link to your personal fundraising page. Come up with fun posts that promote your fundraising campaign and keep your followers updated on your progress. It'll serve as a friendly reminder for people to contribute to your cause! Grab a transparent version of the OPEN+ logo to drop on top of your pictures to make your posts pop and let people remind people about your fundraising campaign!
 - **Tell the media.** Your local paper, radio station or school newspaper may be interested in covering your fundraising campaign for the OPEN+. Reach out and make a pitch! If you're hosting an event, add it to your local calendar of events or blog.
 - **Reach out to local businesses.** They like to support things going on in their local communities—plus they get to promote their own brand, too. Often businesses have a budget for marketing and philanthropic efforts, so don't be afraid to ask for sponsorships. In your pitch, include what you can offer the business in return.
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Follow up.

Persistence is important! Not everyone you reach out to will donate – don't be discouraged. Following up is the most important step in your fundraising. An effective fundraiser has to be able to ask again and again. In fact, on average you have to ask someone to donate **seven times** before they actually do so!

An easy way to follow up is to provide an update on your progress. Let people know how much you've raised so far or that you're close to your deadline. If you can, share pictures of your training or event preparation.

Your family and friends will be excited to follow your progress, so don't be afraid to share with them. Each update will serve as a reminder that they can still donate to your cause.

>> **DON'T FORGET!** A thank you goes a long way. It's essential to thank your donors and let them know when you have reached your fundraising goal.