



Pride 2022 Digital Fundraising Toolkit

Thank you so much for choosing to fundraise for The Trevor Project!



All funds you raise will support Trevor's mission to end LGBTQ youth suicide. By becoming a fundraiser for Trevor, you're joining the Trevor community to affirm and celebrate the lives of LGBTQ youth.

This life-saving, and life-affirming work is possible because of you. If you want to share your success or creative fundraising ideas, please tag us on social — we'd love to see!

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GET STARTED!

Set up your fundraiser

No matter how you're raising funds for The Trevor Project, we know it's helpful to be able to track that fundraising. The best way we recommend doing this is by setting up a fundraiser with us online.

If you're fundraising for an event, for a special occasion, or want to start a fundraising team, you can set up your own personalized fundraising page for The Trevor Project.

How do you want to fundraise?

Facebook fundraising

Are you looking to fundraise on Facebook? You're only a few clicks away.

[Get Started](#)

Classy fundraiser

Classy makes fundraising easy.

[Get Started](#)

Are you looking to fundraise on Twitch?

We use Tiltify to help fundraise on Twitch — make a Tiltify account and start fundraising on your live stream today!

[Get Started](#)

What about event or in-person fundraising?

We love the creative ideas we see from those fundraising for our work from events! If you're hosting an event that is raising money on our behalf — a bake sale, a car wash, a karaoke event, whatever you want to do — we recommend you set up a personal fundraising page to receive donations.

[Get Started](#)

If you receive cash or checks donations, you can mail them to:

The Trevor Project
P.O. Box 69232
West Hollywood, CA 90069

This personal fundraising page will allow you to:

- Add your event date, time, venue, and other information on a donation page benefiting The Trevor Project.
- You'll be able to highlight the event information directly on the page
- Get a personalized URL for easy sharing
- Share the link with your network after the event so anyone can contribute
- See how much money you have raised in real time!

[Get Started](#)

Classy Fundraiser Set Up

Set your Fundraising Goal

Use an amount that you think you can meet—you can always increase it later, if you knock it out of the park!

Set an end date

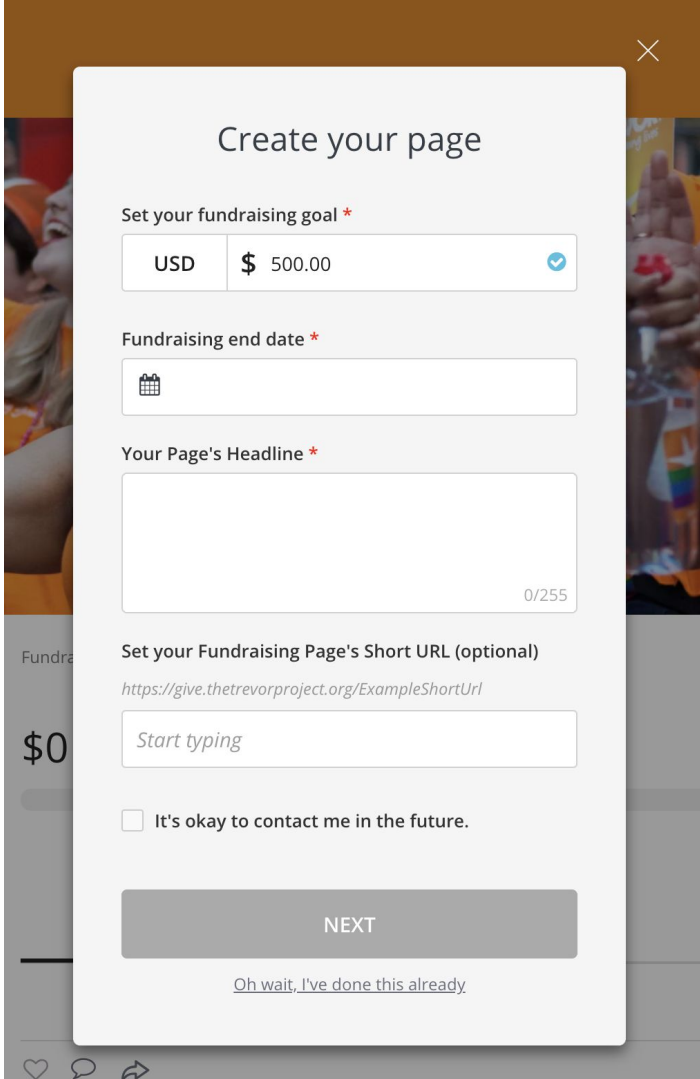
It will encourage people to donate sooner, rather than later *and* give you a reason to remind folks who might have forgotten.

Create a Headline

Your Page's Headline is where you can concisely tell people why you are raising money for LGBTQ young people.

Personalized the URL This makes it easy to share with your network and on social media!

Let us contact you! That way, we can send you fundraising tips and tricks to reach your full fundraising potential!



×

Create your page


Set your fundraising goal *

USD

\$ 500.00

✓

Fundraising end date *



Your Page's Headline *

0/255

Set your Fundraising Page's Short URL (optional)

<https://give.thetrevorproject.org/ExampleShortUrl>

Start typing

☐ It's okay to contact me in the future.

NEXT


[Oh wait, I've done this already](#)

Classy Fundraiser set up (cont'd)


Customizable images and content on the page You can customize the page with your specific information to make it your own (or to share information about your event!)

An activity feed You'll be able to track donations and update your page through activity posts.

A place to feature your story We encourage you to share why you're fundraising for The Trevor Project as a part of your "story" in the page setup.



Edit your details



Your Picture
For best quality, use a 300 x 300 px image


UPLOAD

Fundraiser Nickname *

0/100

OVERVIEW STORY DONATIONS EMAILS DETAILS

Hey Friend! We suggest you do these next.



Edit your story

Personalize your story and tell people why you are fundraising for Fundraise for Trevor

SKIP COMPOSE

Fundraising Page Checklist

We recommend the following checklist to get your page ready to fundraise:

- ✓ Did you create a custom URL?
- ✓ Did you add images or language to your page that personalizes or shares information about your fundraiser?
- ✓ Did you add to the Story section of your fundraising page?
We recommend telling your network why you chose The Trevor Project — personal stories are a great fundraising tool! If you're hosting an event: Make sure all your event information is in the Story section!
- ✓ Are you contributing to your campaign?
We recommend you make your first donation to your campaign — even \$1 can show your network that it's easy to give online. Encourage your friends to match your first gift!

Once you've completed the checklist, your page is ready to go! Share it far and wide — your impact is already making a difference for young people's lives.

Fundraising tips

- ✓ **Donate to your campaign/fundraiser** Providing the initial seed money to your page can incentivize potential donors to help your cause, even \$1 can do the trick!
- ✓ **Reach out to your friends, colleagues, and family on email** Sharing why this cause is important to you will increase your fundraising. See our templates for some ideas on emails on slide 17.
- ✓ **Share on social media** Make sure you share your personal fundraising link on your social media accounts. You can use the talking points from above to help elevate your fundraising messaging, or create your own story for why the cause is important to you.
- ✓ **Tag your friends and The Trevor Project if you'd like!**
- ✓ **Tell a story** Storytelling is a fundamental part of fundraising – if it feels safe to you, we encourage you to share a story about why you are choosing to fundraise for The Trevor Project. This will show your community how much this means to you and LGBTQ youth across the country in need of The Trevor Project's life-saving services.
- ✓ **Thank your donors** When someone donates to your campaign, do your best to thank them. You can thank them in the activity feed on your fundraising page or you can thank them more publicly with a post on social media by tagging them as a donor. Don't worry, every donor who gives to The Trevor Project will also receive a thank you email and a tax receipt from us.

Fundraising tips (cont'd)

- ✓ **Pick up the phone** Call or text potential donors in your network if you feel comfortable. See our templates for some ideas on scripts on slide 19.
- ✓ **Update on your progress** Check in frequently on the progress to your fundraising goal and share your progress with friends and family (or potential donors!). Encourage your community to help reach your goal.

To help guide your updates, here are some examples you could use:

My birthday fundraiser is 50% of the way towards my \$100 goal. Will you help me reach this goal by making a gift to help me save more LGBTQ young lives?

Thank you so much to everyone who donated to my fundraiser to support LGBTQ youth! I'm so close to my \$500 goal and my fundraiser is closing on Friday! Will you donate today to help me reach my goal?

We've already raised over \$1,250 for The Trevor Project to help support LGBTQ youth in crisis! I'm just \$250 away from my goal — please donate to my fundraising page to help me reach my goal and show your support for LGBTQ youth suicide prevention and crisis intervention.

Make sure to update anything highlighted to be custom to your fundraising effort!

- ✓ **Increase your goal** If you hit your goal — CONGRATULATIONS, and thank you! If you'd like to keep fundraising, you can always increase your goal and continue at any time. Everyone loves making a donation to a winning team!

How to “talk Trevor”

We understand that fundraising is no easy task – that’s why we’re especially grateful for fundraisers like you. We want to make sure you’re equipped with everything you need to succeed. So when it comes to talking about The Trevor Project, here are some easy ways to talk about our work that will help your fundraising efforts.

First, it’s important to understand that this information can be tough for some to see online. While raising money for suicide prevention is very important, it’s just as important to note that it but can be jarring for some, and we want to encourage a safe space online for everyone. Depending on the information on your page or the nature of your personal story, we encourage you to use “CW” (content warning) upfront. These can tell your network about the sensitive nature of the topic you’re fundraising for.

What is The Trevor Project?

The Trevor Project is the world's largest suicide prevention and mental health organization for LGBTQ (lesbian, gay, bisexual, transgender, queer, and questioning) young people. The organization works to save young lives by providing support through free and confidential suicide prevention and crisis intervention programs on platforms where young people spend their time: a 24/7 phone lifeline, chat, text and soon-to-come integrations with social media platforms. The organization also runs TrevorSpace, the world's largest safe space social networking site for LGBTQ youth, and operates innovative education, research, and advocacy programs.

Why The Trevor Project?

A majority of youth choose to contact The Trevor Project rather than other suicide prevention providers because the organization is LGBTQ affirming or a trusted provider of crisis services. 90% of young people who reach out to Trevor experience de-escalation from suicidal thoughts. LGBTQ youth who report having at least one accepting adult were 40% less likely to report a suicide attempt in the past year. The Trevor Project aims to always be there for LGBTQ youth in crisis with a clear message: they should be proud of who they are and that they are not alone.

Why is this work important? Our work has impact

- The Trevor Project's research has found that having at least **one accepting adult** in an LGBTQ young person's life **reduces their risk of suicide by 40%**.
- Transgender and nonbinary youth who reported having pronouns respected by all of the people they lived with attempted suicide at half the rate of those who did not have their pronouns respected by anyone with whom they lived.
- "You are lovable" - this is one of the most common phrases The Trevor Project's crisis counselors share with youth in crisis.
- According to Trevor's [research](#) **42% of LGBTQ youth** seriously considered attempting suicide in the past year, including more than half of transgender and nonbinary youth.

The Trevor Project talking points (cont'd)

What does The Trevor Project do?

For the last 21 years, Trevor has worked to save young lives by providing support through our free and confidential crisis programs on platforms where young people spend their time — online and on the phone: TrevorLifeline, TrevorChat and TrevorText. We also run TrevorSpace, the world's largest safe space social networking site for LGBTQ youth, and operate innovative education, research, and advocacy programs.

TrevorLifeline — The only nationwide, 24/7 crisis and suicide prevention lifeline offering free and confidential counseling for LGBTQ youth, available at 1.866.488.7386

TrevorText — A free, confidential, secure service for LGBTQ youth to text a trained Trevor counselor for support and crisis intervention. Text "START" to 678-678. Available 24/7. Standard text messaging rates apply

TrevorChat — A free, confidential and secure instant messaging service that provides live help for LGBTQ youth by trained volunteers. Visit [TheTrevorProject.org/Help](https://www.thetrevorproject.org/help). Available 24/7

TrevorSpace — World's largest safe space social networking site for LGBTQ youth. [TrevorSpace.org](https://www.trevorspace.org)

Research on LGBTQ suicidology — Regular evaluations & surveys ensure our services reduce risk of suicide & help us learn of the mental health issues affecting LGBTQ youth

Advocacy to protect LGBTQ rights — We work at the local, state, and federal levels to advocate for legislation that protects the rights of LGBTQ people

Education to build allies for the LGBTQ community — We educate adults who interact with youth on LGBTQ competent suicide prevention, risk detection, and response

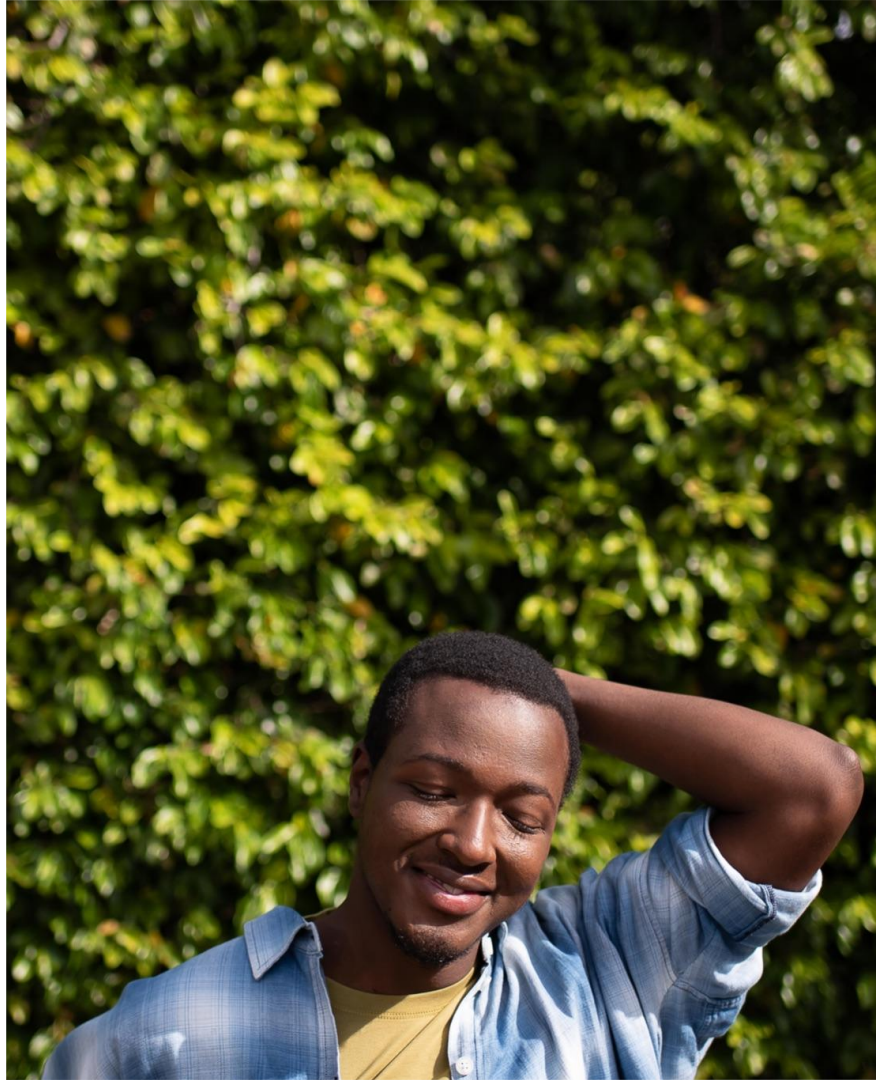
Messaging & Data Points

Showing Acceptance and Support

While we know many of the statistics on LGBTQ youth mental health and suicide can feel disheartening, there is SO much hope in what we do. And there are many concrete actions that can be taken by each and every one of us to prevent suicide among LGBTQ youth and create a safer world for these young people.

According to [our research...](#)

- LGBTQ youth who live in a home **that affirms their sexual orientation and gender identity** report lower rates of attempting suicide.
- LGBTQ youth who report high levels of **social support from family and friends** are significantly less likely to attempt suicide compared to those with lower levels of social support.
- Affirming transgender and nonbinary youth by **respecting their pronouns and allowing them to change legal documents** is associated with lower rates of attempting suicide.
- LGBTQ youth **who had access to spaces that affirmed their sexual orientation** and gender identity reported lower rates of attempting suicide.



Stories of Pride - 2022 Pride Campaign

On the power of positive stories

This campaign celebrates the positive influences and resources that make LGBTQ young people's journeys easier, never forgetting the context of the incredible stakes of our mission.

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- According to Trevor's [research](#) **42% of LGBTQ youth** seriously considered attempting suicide in the past year, including more than half of transgender and nonbinary youth.

Templates – EMAIL

If you need language for your outreach, look no further! We've put together some scripts and templates for you to use on and offline.

Feel free to copy-and-paste or say anything to support your fundraising efforts. Please add your own touch if possible to things highlighted in yellow.

Hi there,

As we celebrate Pride this year, I'm raising funds for The Trevor Project's Stories of Pride campaign. The Trevor Project is the world's largest suicide prevention and crisis intervention organization for LGBTQ young people. Donations will save the lives of LGBTQ youth by providing support through free and confidential suicide prevention and crisis intervention programs.

Would you consider donating to my fundraiser to help reach my goal of \$X by X date? Click here to see my fundraising page and make a donation: [Insert your personal fundraising URL here.](#)

I'm raising money for The Trevor Project because ... [insert your story here.](#) Tell your community why you chose to support The Trevor Project!

I hope you'll join me in being part of the story and supporting young LGBTQ lives this Pride by making a donation.

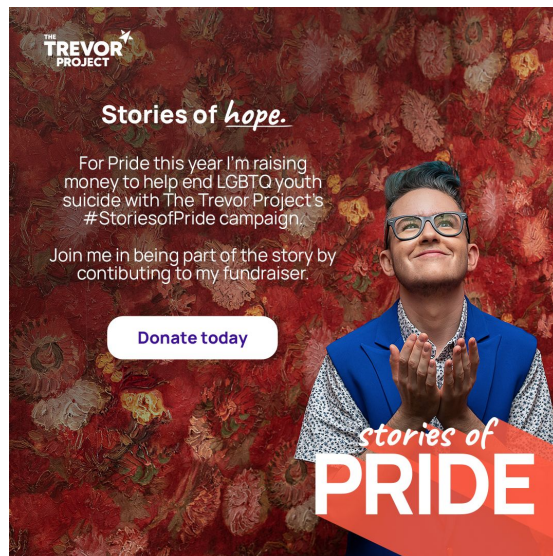
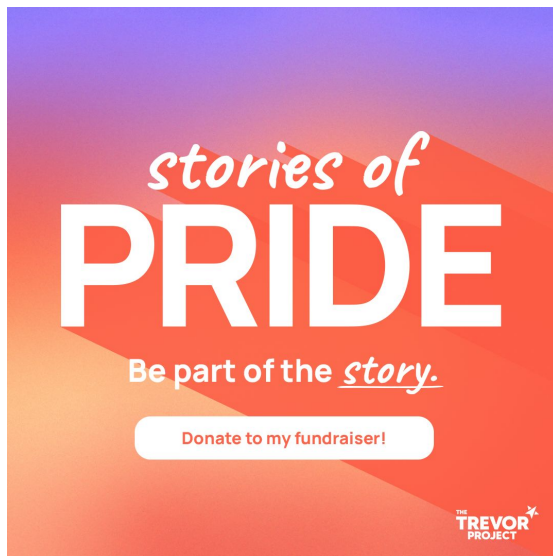
[Insert your personal fundraising URL here.](#)

Thank you for considering this,

[Your name](#)

Social Post Graphics

If you need graphics for your outreach, we have those too! We've put together social images for you to use in addition to our social post copy. Feel free to download these assets for Instagram, Twitter, and Facebook [here](#).



Templates – SOCIAL POST

If you need language for your outreach, look no further! We've put together some scripts and templates for you to use on and offline. Feel free to copy-and-paste or say anything to support your fundraising efforts. Please add your own touch if possible to things highlighted in yellow.

As we celebrate Pride this year, I'm reminded of the sobering statistic that suicide is the second leading cause of death among young LGBTQ people in the US. That's why I'm raising money for The Trevor Project — they provide free, confidential, 24/7 support to LGBTQ youth who are in crisis. Please consider joining me today and making a donation to my fundraiser for The Trevor Project and their Stories of Pride campaign: [Insert your personal fundraising URL here.](#)

Everyone has their own story of how they came to accept themselves. That's why for Pride this year I'm raising money to help end LGBTQ youth suicide with The Trevor Project's Stories of Pride campaign. Your donation will help provide services to LGBTQ young people who need support: [Insert your personal fundraising URL here.](#)

Do you want to make a difference in the life of LGBTQ young people today? Just \$5 can provide life-saving support. Celebrate Pride by giving back — learn more about why on my page: [Insert your personal fundraising URL here.](#)

Templates – TEXT SCRIPT

If you need language for your outreach, look no further! We've put together some scripts and templates for you to use on and offline.

Feel free to copy-and-paste or say anything to support your fundraising efforts. Please add your own touch if possible to things highlighted in **yellow**.

Hey there. This Pride month, I'm raising money for LGBTQ young people with The Trevor Project — will you join me? **Insert your personal fundraising URL here.**

The Trevor Project is the world's largest LGBTQ youth suicide prevention and crisis intervention organization. I'm raising money to make sure that every LGBTQ young person knows they are not alone. This is very important to me and I hope you'll consider making a donation to my fundraiser!

Templates – PHONE SCRIPT

If you need language for your outreach, look no further! We've put together some scripts and templates for you to use on and offline.

Feel free to copy-and-paste or say anything to support your fundraising efforts. Please add your own touch if possible.

Hi! How are you?

I'm celebrating Pride month by launching a fundraiser for The Trevor Project – the world's largest LGBTQ youth suicide prevention and crisis intervention non-profit. Suicide is the second leading cause of death among young people and LGBTQ youth are 4x more likely than their peers to attempt suicide. Would you join me with a donation? I would love to text or email you the link to my donation page if you'd like to support The Trevor Project's work with me!

Thank you for your time!

THANK YOU

Thank you for creating a fundraiser for The Trevor Project and taking the time to learn how to fundraise for us! By creating this fundraiser, you are championing LGBTQ youth and joining Trevor to raise critical funds to support youth in crisis. Your support is more impactful than you may ever know to the LGBTQ youth who need us most.

If you have any questions about fundraising or see any errors on this document/on our site, please reach out to us at Development@TheTrevorProject.org

