THE TREVOR PROJECT

Pride 2023 Fundraising Toolkit

stories of
PRIDE
the power of _us_

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

Our mission is to end suicide among LGBTQ young people. By becoming a fundraiser for Trevor, you're joining the Trevor community to affirm and celebrate the lives of LGBTQ young people.

There are countless ways to get involved. Create your own fundraising event, start a fundraising campaign on social media, or host your own charity stream.

Please use this as a resource to help get you started!

Our Development team is always available to support your efforts so please reach out to development@thetrevorproject.org with any questions. We can also provide you with additional fundraising materials.

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How are you interested in fundraising for Trevor?

- **Are you an individual, family or team interested in hosting your own event?**
  - If you're hosting an event that is raising money on our behalf, we recommend setting up a personal fundraising page via Classy.
  - Fundraise as an Individual: Classy - GET STARTED
  - Fundraise as a Team: Classy - GET STARTED

- **Are you looking to fundraise on Facebook or Instagram ?**
  - You can register directly on the social media platform of your choosing.
    - Facebook - GET STARTED
    - Instagram - GET STARTED

- **Are you a gamer, content creator or streamer on Twitch or YouTube?**
  - We use Tiltify to help fundraise on Twitch and YouTube - make a Tiltify account and start fundraising on your live stream today!
    - Tiltify - GET STARTED

- **Are you looking to fundraise but need ideas?**
  - We've got suggestions here.

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Hosting an in-person fundraiser:

We love the creative ideas we see from people hosting their own event to support our life-saving work. If you're 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

https://www.thetrevorproject.org/fundraise/

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Check out some of our fundraising ideas:

Stay Active	- Bowling or Golf Tournament - Gym or Exercise Challenge - Yoga or Spin Class 5k Awareness Walk/Run Event
Use Your Talents	- Bake Sale, Lemonade Stand - Talent Show, Bingo or Trivia Night - Get Crafty
Quick Ways to Raise $100	- Ask 4 friends to donate $25 - Ask 10 colleagues to donate $10 - Challenge 25 friends on social media to give up their morning coffee and donate $5 towards your fundraising goals

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About Trevor

The Trevor Project is the leading suicide prevention organization for lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ) young people.

The Trevor Project's mission is to end LGBTQ youth suicide.

Top-Line Statistics:

- LGBTQ youth are more than four times as likely to attempt suicide than their peers (Johns et al., 2019; Johns et al., 2020).
- 56% of LGBTQ young people who wanted mental health care in the past year were not able to get it.
- The Trevor Project's 2023 National Survey on LGBTQ Youth Mental Health found that 41% of LGBTQ young people seriously considered attempting suicide in the past year—and young people who are transgender, nonbinary, and/or people of color reported higher rates than their peers.

Social Support and Acceptance Statistics:

- Having at least one accepting adult can reduce the risk of a suicide attempt among LGBTQ young people by 40%.
- LGBTQ youth who live in a community that is accepting of LGBTQ people reported much lower rates of attempting suicide than those who do not.

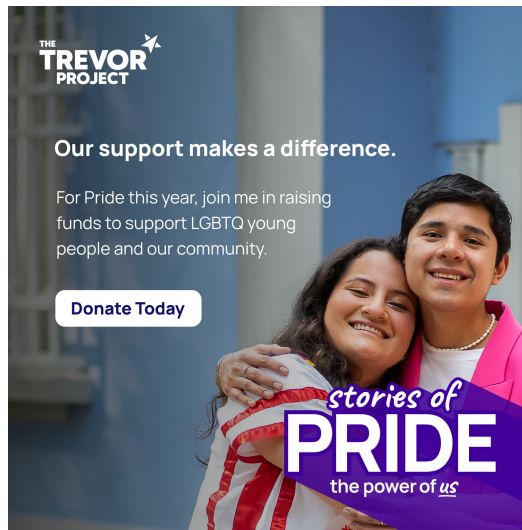# Stories of Pride - 2023 Pride Campaign

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.

- 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 **41% of LGBTQ young people seriously considered attempting suicide in the past year—**and young people who are transgender, nonbinary, and/or people of color reported higher rates than their peers.

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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.

Additional Materials

We've created print and digital materials to make your fundraiser a success. You can download each one individually or all of them at once. Check them out:

- Trevor's Fundraising Resources
  - Fundraising how to guides - Classy, Facebook and Tiltify
  - Benefiting Trevor logo
  - Words of affirmation poster (Graphic on this slide)
  - Printable brochures, one sheets and more!

- Pride Specific Fundraising Resources
  - Custom event invite
  - Digital graphics for livestream events
  - Trevor stats, quotes from young people, and more!

- Doing an Instagram story? Go to GIFs and search "The Trevor Project" to add our Pride GIFs to your next post. We also have animated Trevor stickers that you can find here.

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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 <mark>yellow</mark>.

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 leading suicide prevention organization for lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ) young people. Donations will save the lives of LGBTQ young people by providing support through free and confidential suicide prevention and crisis intervention programs, as well as building an affirming community to provide support.

Would you consider donating to my fundraiser to help reach my goal of <mark>$X by X</mark> date? Click here to see my fundraising page and make a donation: <mark>Insert your personal fundraising URL here.</mark>

I'm raising money for The Trevor Project because <mark>... insert your story here. Tell your community why you chose to support The Trevor Project!</mark>

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

<mark>Insert your personal fundraising URL here.</mark>

Thank you for considering this,

<mark>Your name</mark>

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 importance of community for LGBTQ young people. That's why I'm raising money for The Trevor Project — they help provide community to LGBTQ young people 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 stories of people who showed up to help affirm and accept them on their journey. 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 affirmation 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.

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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 leading suicide prevention organization for lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ) young people. I'm raising money to make sure that every LGBTQ young person knows they have a supportive community. This is very important to me and I hope you'll consider making a donation to my fundraiser!

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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 leading suicide prevention organization for lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ) young people. 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!

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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 young people 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, please reach out to our Development team at development@thetrevorproject.org.

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