



Pride 2025 Fundraising Toolkit

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.

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](#).
- **Already have an idea but you are fundraising "offline" (aka not using our fundraising platforms due to ticket sales, etc.)?**
 - Complete our Fundraise for Trevor Registration form [here](#).

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/>

Review our [Fundraising Terms here.](#)



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

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 suicide among LGBTQ+ young people.

Top-Line Statistics:

- LGBTQ+ young people are more than four times as likely to attempt suicide than their peers (Johns et al., 2019; Johns et al., 2020).
- 50% of LGBTQ+ young people who wanted mental health care in the past year were not able to get it.
- The Trevor Project's **2024 National Survey** on Mental Health of LGBTQ+ Young People found that 39% of LGBTQ+ young people seriously considered attempting suicide in the past year — including 46% of transgender and nonbinary young people. LGBTQ+ youth of color reported higher rates than White peers.

Social Support and Acceptance Statistics:

- When LGBTQ+ young people feel accepted by just one adult, their odds of attempting suicide are much lower. In many instances, by more than 40%.
- LGBTQ+ young people who reported living in very accepting communities attempted suicide at less than half the rate of those who reported living in very unaccepting communities.

Pride Belongs Here - Trevor's 2025 Pride Campaign

Pride Belongs Here is our Pride campaign that reminds LGBTQ+ young people and allies alike that **no matter where they live, they deserve to feel pride in who they are**. Pride is here to stay, even if we all don't celebrate the same way. By showing up as allies and supporters, we're signaling to LGBTQ+ young people everywhere they are valued and have community, no matter where they're from. Pride is more than a celebration — it's a commitment to ensuring LGBTQ+ young people know that **they're not alone**.

- The Trevor Project's research shows that LGBTQ+ young people who reported feeling accepted by the adults in their lives typically had more than **40% lower odds of attempting suicide** in the past year.
- Transgender and nonbinary young people reported lower rates of attempting suicide when all of the people they live with respected their pronouns and/or they had access to a gender-neutral bathroom at school.
- "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](#) **39% 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.

Trevor 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 Brand Materials](#)
 - Words of affirmation poster (Graphic on this slide)
 - Printable fact sheets about Trevor's services and more for you to have on hand at your event. Check it out and download anytime.
- Doing an Instagram story? Go to GIFs and search "The Trevor Project" to add our Pride GIFs to your next post. We've also put together some Sticker GIFs [here](#) for you to use.



PRIDE belongs HERE



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 Pride Belongs Here campaign. The Trevor Project is the leading suicide prevention organization for lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ+) young people. Donations will help save the lives of LGBTQ+ young people 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

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 and support to LGBTQ+ young people in crisis. Please consider joining me today and making a donation to my fundraiser for The Trevor Project and their Pride Belongs Here 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 Pride Belongs Here 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.](#)

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!

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 aged 10 to 14, and the third leading cause of death among 15-24 year olds (Centers for Disease Control and Prevention, 2022). 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+ 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.

