

FUNDRAISING FOR RAINBOWYOUTH

THANK YOU!

We're really excited that you've come on board to fundraise for RainbowYOUTH.

This document will cover a few key aspects of fundraising using our rainbow ribbons:

- Tips for fundraising
- Facts about RainbowYOUTH
- What to do after you've raised the money



RainbowYOUTH's Top Fundraising Tips

1. Set up your fundraiser around a certain day that people celebrate: maybe an anti-bullying day, one day during pride, or a specific date that's special to the LGBTIQ community. A quick google search will help you find those dates.
2. Put up our posters around your school or organisation - visibility is a great way to remind people about a date coming up. Putting up posters around a little in advance can make people aware that your fundraiser is coming up and get them familiar with the message of the fundraiser.
3. Get your message into people's inboxes. Work with staff to get an email sent to everyone you want involved in the fundraiser. Organise to get it in your daily news items at school, or an organisation wide memo at work.
4. Share the news on social media. Use our social media pictures and tell your friends, family & co-workers what you're doing. See below in this document for example wording on social media posts.
5. Set an amount target. If you set a goal, it will heighten how important individual donations are, and how important people feel when they help get you closer to the goal.
6. Communicate the importance. Practise telling your family and friends why fundraising for RainbowYOUTH is important to you. If people see how passionate you are, it makes it more likely that they'll want to help you.
7. Know the facts. Check out RainbowYOUTH's list of facts that will help you communicate why donating to RainbowYOUTH is important.
8. Make it easy for people to donate. Leave some of the ribbons on a front desk or a public place that's easily visible.
9. Talk to people. Though it's not always easy, asking people if they will donate is a great way of making the first step. The worst they can say is no!

About RainbowYOUTH

RainbowYOUTH is a charitable organisation formed in Auckland in 1989.

RainbowYOUTH provides:

- **Face-to-face meetings** to help connect young people with organisations that can help (counselling, health services etc) (Auckland only at this stage).
- **Peer-support groups** - A range of groups around Auckland, as well as groups in Tauranga and Whangarei. These groups are smoke, drug and alcohol free spaces where young people can meet, ask questions, make friends and get advice from people like themselves.
- **Resources** - Pamphlets and posters about gender and sexuality, having healthy relationships etc (Nationwide).
- **Community Wardrobe** - Free and identity affirming clothing available for you to take home. These clothes are donated by the community (Auckland only).
- **Referral/Connecting to services** - Wanting to transition? Talk to a rainbow friendly counsellor? Come out to a friend or family member? RY can help out with these (Auckland based, but we can connect to services in specific regions).
- **Drop-in centre** - We have a drop-in centre with free wifi, a queer and gender diverse library (including DVDS), lots of resources and flyers. Youth can hang out here, or get support (Auckland only).
- **Education in classrooms** - We visit secondary schools and run our gender and sexuality programme in health classes. We also have Inside Out - our free video based education resource. Teachers can be trained to use these in their own classrooms (Schools visits - Auckland only, Inside Out - nationwide).
- **Professional development** - We visit community organisations that work with queer and gender diverse youth, as well as schools to train their staff and professionals about the basics of gender and sexuality and how they support the ones they work with (Nationwide).
- **Consultation and advocacy** - We are available to consult on policy, procedures and services that affect queer and gender diverse youth (Nationwide).



All of our services are covered more on our website - direct people there or tell them to email info@ry.org.nz for more information.

RainbowYOUTH is for queer and gender diverse youth ages 15 and under. We also welcome and support allies, family, friends of these young people, as well as those that work with them.

RainbowYOUTH is by youth, for youth - this means that our Executive Board (who set our strategy, make any major financial decisions and employ our staff) are between the ages of 15 - 28.

After the fundraiser

After your fundraiser, there are a few ways you can send RainbowYOUTH the funds you raised:

- Drop the cash/cheque in: Come along to our drop-in centre - 11 Edinburgh St (entrance = the end of Abbey Road).
- Award us the donation at your assembly / function: We're happy to pop in and visit you and pick up the funds in an assembly or work function - just let us know well ahead of time so that one of our staff can be available.
- Deposit into our bank account: You can deposit the donation into our bank account via your local bank, or online. Please put your name/organisation name and 'fundraiser' as your references.
Our bank account details are:
Rainbow Youth Inc: 12-3041-0363637-00
- Donate via our website: www.ry.org.nz/donate

If you would like a tax receipt for your donation, please let us know:
info@ry.org.nz



Unicorns are real.
Lets look after them.

ry.org.nz/fundraise

RainbowYOUTH

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