

APRIL 2021



FUNDRAISING TOOLKIT

TOOLKIT INCLUDES:

- INSTRUCTIONS FOR CREATING YOUR PEER-TO-PEER FUNDRAISING PAGE
- FUNDRAISING 101 AND PROMOTIONAL TOOLS
- FREQUENTLY ASKED QUESTIONS

ONE LAMBDA
LEGAL

ONE TEAM. ONE CAMPAIGN. ONE GOAL. ONE LAMBDA LEGAL

For nearly 50 years, Lambda Legal has charted the way for the civil rights of LGBTQ people and everyone living with HIV. Our story began with a small group of volunteer lawyers who had a goal of securing greater justice and equality for gay and lesbian people through the legal system. They recruited colleagues and friends from their networks to help, and Lambda Legal grew to the national organization, with six offices, that it is today.

Volunteers have remained integral to our work throughout these many years - raising up the challenges faced by our community, growing our reach, expanding our capacity and championing our cause. Volunteers have sustained us, raising critical dollars to support our work. House parties, gala dinners, in-kind donations and sponsorships from law firm and corporate partners all ensure that Lambda Legal can protect and defend the rights of our community.

This year, while we take precautions and pause our annual schedule of in-person fundraising events, our volunteers from coast to coast will work together, uniting as ONE Lambda Legal to help raise support toward an overall \$5M goal. These funds raised – from friends, families, corporate and law firm employers, and main street small businesses – represent one third of Lambda Legal’s overall operating budget.

You can be part of this grassroots fundraising effort, by supporting your local community, and contributing to the personal fundraising pages of friends and family or by creating your own fundraising page.

When the rights of our communities are put on trial, Lambda Legal is on-call, at-the-ready to take the standby your side. Your financial support keeps us strong.

The purpose of this document is to provide you with the tools, resources, and guidance that you will need to be successful in donor outreach and promotion.

HOW TO CREATE & LAUNCH YOUR PEER TO PEER PAGE

We're partnering with Classy to host our ONE Lambda Legal fundraising campaign.

Classy makes the process easy and is fully integrated into our website. With your personal page, you will always be able to see how much you and your team have raised, and who is supporting you in real-time!

You will be able to see how you and your team stacks up against the (friendly) competition of other volunteers and teams across the country!

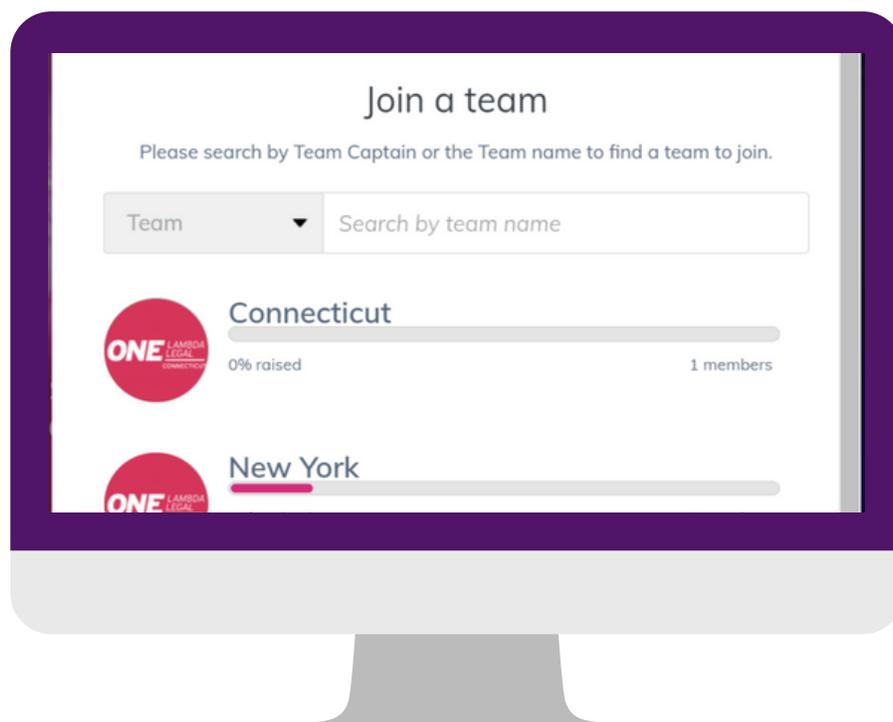
STEP 1: CREATE YOUR FUNDRAISING PAGE

1. Go <https://www.onelambdalegal.com/regions> to sign up
2. Click the **'Fundraise Now'** button under your preferred region
3. Scroll down and click the **'Become a Fundraiser'** button
4. Choose to fundraise **as an individual**

Individuals will be prompted to join a 'team' representing the local market (city or state) you are fundraising for.

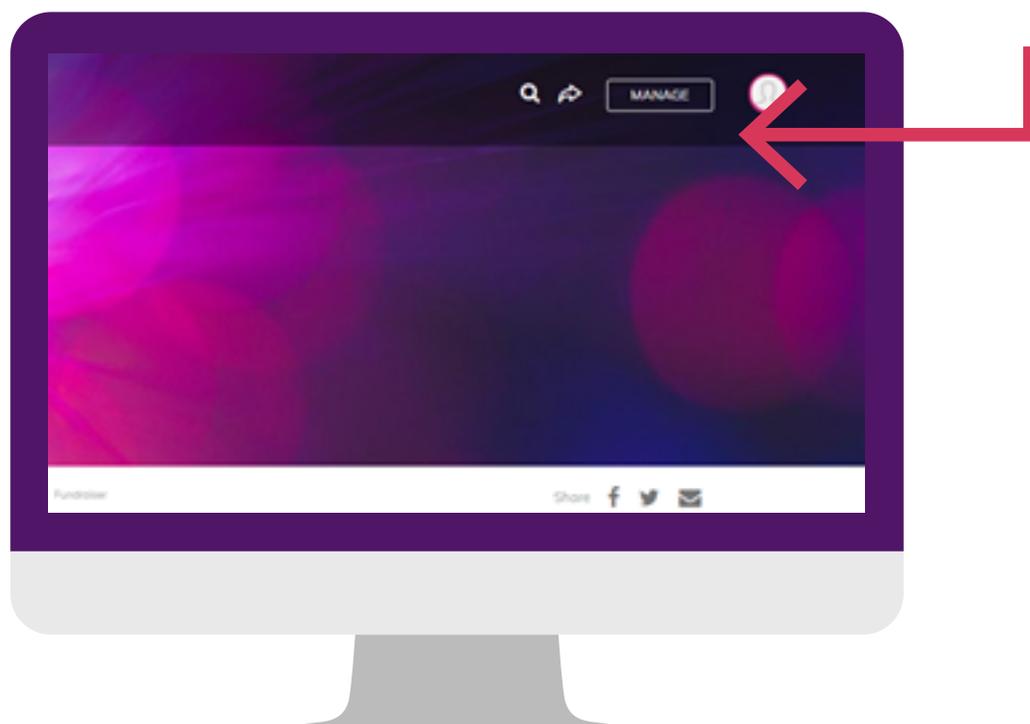
5. **Choose the 'Team'** you are fundraising in support of by double clicking on the name of the team

Teams correspond to traditional annual events.



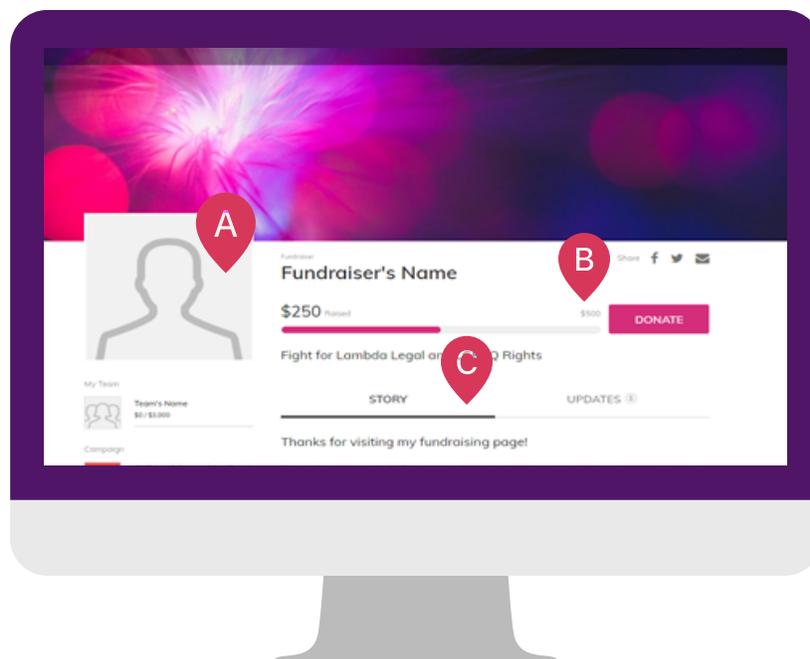
6. Next, confirm your **fundraising goal and page headline**. Don't forget to check the email opt-in box at the bottom of the screen!
7. **Upload your photo**. Tip: choose a photo that shows your face for friends and families to easily recognize you.
8. Answer the member questions: **Fill in your first name, last name, email, and address**.
9. You're signed up! Now, it's time to **personalize your fundraising page**.
10. Once you are logged in, you'll see a basic template of a fundraising page with your name on it.

Click the **manage button** in the top right corner to start customizing!



STEP 2: CUSTOMIZE YOUR FUNDRAISING PAGE

Once you're logged in and have clicked the manage button, the page will prompt you to customize the following pieces. If this doesn't feel intuitive or you run into challenges, reach out and we'll gladly talk you through it!



a. Upload a photo

Your smiling face will welcome people to the page and let them know who is fundraising.

b. Set your fundraising goal

Don't be afraid to be a little ambitious! You'll be surprised by people's generosity when you simply ask. If you set your goal too low and reach it quickly, you lose out on momentum—people who may have given otherwise hold back since you've already reached your goal.

We recommend a minimum goal of \$500—though we know some of you can and will go above and beyond!

c. Tell your story

Sharing why you personally have a passion for supporting Lambda Legal and the fight for full equality is the most important part of your fundraising page.

Your story will give your readers something to connect with and inspire them to donate. People want to give to make a difference—you can help them believe in the importance of Lambda Legal's work.

You can also share the significance of your fundraising goal, or other special incentives you'll share to encourage donations. Will you send cookies to anyone who donates \$150 or more? Host a donors-only Zoom happy hour with a special performance if you reach your goal by a certain date? The possibilities are endless.

Where to find the link to your fundraising page:

- Log in to www.classy.org
- Click view on the ONE Lambda Legal (Your Region) campaign
- Click manage in the top right corner
- Click details on the right side of the white bar
- Scroll down to Set your personal URL and type your name into the blank field. Your link will auto-populate in gray above the field (e.g. give.classy.org/brad-harris).



Need Help? We're Here.

Reach out to info@onelambdalegal.com with questions about the using the platform

For questions about fundraising, please reach out directly to the specified National Event Manager located on the regional page of www.onelambdalegal.com



FUNDRAISING 101: 5 TIPS TO REACH YOUR GOAL

Asking for money can feel intimidating, so let's think of it another way...you're inviting someone to join you in making the world better for LGBTQ people and everyone living with HIV.

Lambda Legal is working to protect the rights of our community – and every volunteer and supporter is fighting alongside us. This isn't a selfish ask – you're offering an opportunity to be a part of our campaign working as ONE Lambda Legal toward a common goal.

And, the worst people can do or say is “no,” which will happen and isn't so bad.

Here are some tips to help you reach your fundraising goal!

BE THE FIRST DONOR

Start strong by making the first donation to your own page! Doing this demonstrates your commitment to the cause you're asking others to support, and it takes the pressure off someone else to be the first donor.

TELL YOUR STORY

Stories build personal connection to a cause and inspire generosity. Sharing why you're motivated to raise money to protect LGBTQ rights will encourage others to join you in making a difference. Personalize with your own experiences, photos, etc.

CONTACT YOUR CLOSEST CIRCLE FIRST

The most effective way to start is to personally contact 5-10 of your closest friends or family members before you share your page widely. Think about friends you may have seen at a Lambda Legal event in the past. They're most likely to kick-start your fundraising and get momentum going for others to join. To get you started, check out the draft email copy on the next page.

SPREAD THE WORD FAR AND WIDE

In addition to personally contacting your people, harness the power of social media. Start by sharing the progress you've already made and thanking the people who have contributed. Don't be afraid to ask more than once—people often need multiple reminders to take action! Always include the link to your fundraising page and tag Lambda Legal. Visit onelambdalegal.com/regions for the latest social assets.



/LambdaLegal



@LambdaLegal



#LambdaLegal

SAY THANKS

Make sure your donors know you appreciate their support. Call or text them or tag them in a thank-you post on social media after they give. And make sure to celebrate with them when you reach your goal!

Hi **Friends**,

I am supporting Lambda Legal's 2021 national fundraising campaign, and I'm asking you to join me.

ONE Lambda Legal is uniting volunteer teams across the country to raise \$5m to support the nation's oldest and largest legal organization fighting for the rights of LGBTQ people and everyone living with HIV.

For nearly 50 years, Lambda Legal has been the leading legal strategist in the LGBT civil rights movement. From overturning discriminatory laws, securing marriage equality, protecting our youth in schools, fighting against hostile anti-transgender laws, and defending against efforts to undermine our progress, Lambda Legal has been here for me, my family and my community.

And now, I'm here for Lambda Legal. Visit my fundraising page to show that you're here too. [<insert personal page link>](#)

Volunteers and grassroots support has always been critical to Lambda Legal. Until the day when we gather again for a traditional fundraising event, we're hosting Lambda Legal events online where our volunteer teams can unite as one, with one campaign and one goal.

Will you consider making a gift so I can reach my personal goal of **\$XXX**? Any gift you can give will mean so much to me. Thanks!!

Your Name

FAQ: FREQUENTLY ASKED QUESTIONS

Can I just do a Facebook fundraiser?

Creating a fundraising page through our Classy campaign is more helpful for a lot of reasons: it syncs up to our larger campaign branding and overall goal, donors' gifts and contact information is entered into our database automatically, and Lambda Legal receives donated funds immediately instead of weeks down the road. Plus, a custom fundraising page is shown to typically raise more money than a simple Facebook fundraiser.

Why don't I start with a lower goal and bump it up later?

There are only so many times you can move your goal post once you've started sharing your page widely. And sometimes, there could be a loss of momentum when things change from what you originally shared, and people may hold back if they think the goal might change again. The sweet spot of goal setting is a number that is both ambitious and attainable—something that offers the motivation of a challenge but doesn't lose people's interest because it seems impossible.

You might set an ambitious goal and reach it very quickly because of an unexpected circumstance. In that case, you could likely build on that surprise success by asking your wider circle who hasn't yet participated to join in on the excitement and reach an even higher goal.

More Questions? We're glad to help!