

Inside  UT

**Fundraising Guide**

For Workplaces

# 1. Getting Started

- What is InsideOUT
  - Mission and Values
  - Brand Voice: overall personality of InsideOUT, providing details to ensure messages are cohesive with the brand identity
  - Restriction: if there's any limitation for fundraisers
- Overview of campaign
- How will the funds are going to use



## 2. Fundraising Ideas

- Wear (for example: wear rainbow earring or nails for a month, dye your hair rainbow, wear a rainbow shirt)
- Dare (a group challenge, a sports achievement and try to get sponsor )
- More ideas to inspire
  - take part in a race
  - create a themed calendar that can be sold to raise funds
  - hold a morning tea, a bake sale or host a dinner party, breakfast or lunch.
  - LGBTQIA+ themed quiz night



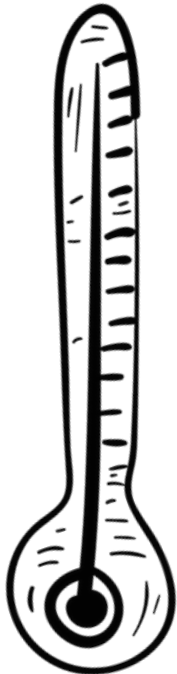
# 3. Getting the word out

- Word of mouth
- Social media channel (Facebook, Instagram and Twitter etc.)
  - keep it short and personal
  - use image, photos and videos to keep people on board
  - use hashtags, links to donate
- Emails to office administrator to let people know
- Run it as a national fundraiser and reward those who take part in the activities
- Talk to local media (if it is an impressive national impact campaign)
- Getting sponsorship from businesses (Lush...)
- Posters



## 4. Setting a target

- Setting a target for your fundraising event can help motivate you and everyone else who donates in getting closer to your goal!



**\$500** Supports us to provide outreach to rural schools

**\$200** Prints 2000 Out on the Shelves bookmarks

**\$120** Cost of a workshop to school staff

**\$75** Supports someone to attend Shift Hui

**\$25** Cost of a set of rainbow resources for a school

**\$10** Cost of transport for a local school visit



## 5. Some facts to know

- Make sure you know about the awesome work that InsideOUT does with schools and LGBTQIA+ communities in New Zealand and why that work is important
- In 2018 InsideOUT:
  - Hosted 30 school workshops, 18 community events, 17 radio shows and much more
  - Our resources and information packs for youth in the rainbow community and schools were downloaded over 8,000 times
- As a charity, InsideOUT relies on donations, volunteers and supporters in the community such as you to continue their work



## 6. After your event

- Congratulations! You've done awesome work in raising awareness for InsideOUT and showing solidarity with your peers and the rainbow community at large.
- You can deposit any money you've raised to:
  - **Bank Deposit**  
  
06-0582-0362844-00
  - **Credit or Debit Card**  
  
givealittle.co.nz/org/insideout
- Any questions, email us at [hello@insideout.org.nz](mailto:hello@insideout.org.nz) or 027 331 4507



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**Thanks for your  
support!**