

Fundraising 101

OUTShine is a remarkable life changing event and Egale wants to make sure every youth that wants to attend can! We have created this resource to help organize, plan, execute and track your fundraising initiatives. These are just tips and templates, there are hundreds of other ways to achieve your financial goals, this resource is just a great spot to start. We look forward to seeing you all there!

Here are some other fundraising tips and tricks from Egale

1. Start with **understanding** the costs associated with attending OUTShine (ie. What will the total registration fees from your school be, what is the average cost of a flight, will there be any unforeseen costs)
2. Once you have an estimated fundraising goal, create a **reasonable** timeline (ie. Each month your GSA raises \$1500)
3. Come up with different **realistic** fundraising ideas per month, taking into consideration your school, resources and accessibility. You can even make themed fundraisers based on the month, check out the idea list at the bottom of the page.
4. Put your goal, timeline and fundraising ideas into **action!**
5. Make sure you are keeping track of **funds** and keeping them stored in a safe location.

Fundraising Ideas:

- Food/Bake sales
- Themed spirit days
- Letter writing campaigns (refer to example),
- Sponsorship request to your local school board
- Silent auctions from local vendors,
- Walk-a-Thon
- Car wash
- Holiday Themed Events – valentines, new year, Christmas, Chanuka
- Movie screenings with food and donation
- Middle school / elementary school dances
- Raffle competitions at sports
- Crowd Funding

Example Sponsorship Request Letter

Name

School

Dear name,

I am writing to you today requesting a sponsorship for 'School name' Gay Straight Alliance. We have been invited to Egales' OUTShine 2019 Youth and Educator Summit and need assistance covering costs.

For more than thirty years, Egale has been working to improve the lives of lesbian, gay, bisexual, trans, queer, intersex, and Two Spirit (LGBTQI2S) people in this country. Today, we are Canada's only national **charity** that seeks to improve the lives of LGBTQI2S people by informing public policy, inspiring cultural change, and promoting equal rights and inclusion through research, education, and community engagement.

OUTShine is a three-day summit that brings hundreds of LGBTQI2S and ally youth together with educators and community members to discuss what is happening in their schools, share resources and experiences, network, have fun, and celebrate LGBTQI2S identities. OUTShine combines educational sessions, keynote speakers and social experiences, to make a life changing weekend for attendees.

We are asking for assistance for the following:

1. Registration Fees: \$75 for students and \$200 for educators
2. Travel Costs: estimated cost for travel to Fredericton

Sponsorship/Donations would showcase:

- Support to youth who are marginalized and under serviced
- Uplifting local communities and building foundations for a safer and inclusive society
- Spearheading awareness of the issues that still exist in our country, while attempting to chart a path forward together

And SCHOOL NAME would recognize this sponsorship/donations by:

- School wide recognition in announcements, print, presentations etc
- Local newspaper and/or radio output
- Photos and/or videos from OUTShine
- Post-OUTShine student presentation