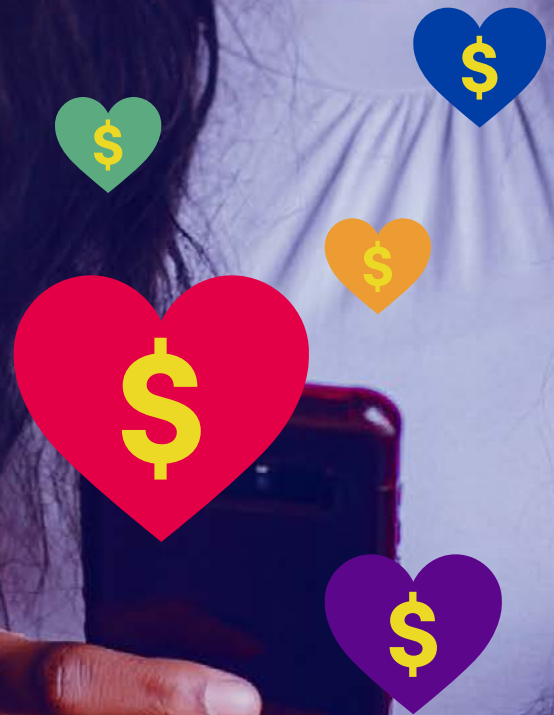


**Ēgale**

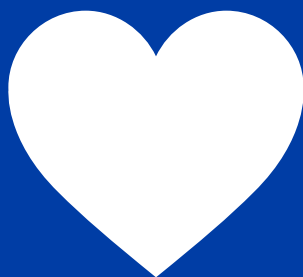
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**Third-Party  
Fundraising  
Guide:  
Facebook &  
Instagram**



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## **So, you want to raise money for Egale Canada? Thank you!**

This guide will help you create and manage your fundraising initiatives on Facebook and Instagram.



# About Egale Canada

## Who is Egale Canada?

Egale is Canada's leading organization for 2SLGBTQI people and issues. We improve and save lives through research, education, awareness, and by advocating for human rights and equality in Canada and around the world. Our work helps create societies and systems that reflect the universal truth that all persons are equal and none is other.

Our vision is of a Canada, and ultimately a world, without homophobia, biphobia, transphobia, and all other forms of oppression so that every person can achieve their full potential, free from hatred and bias.

## What does Egale Canada do?

Egale's mission is to improve the lives of 2SLGBTQI people in Canada and to enhance the global response to 2SLGBTQI issues. Egale will achieve this by informing public policy, inspiring cultural change, and promoting human rights and inclusion through research, education, awareness and legal advocacy.

## Why should you support Egale Canada?

With anti-2SLGBTQI hate on the rise, we need your support more than ever. Statistics Canada has reported that in 2023, hate crimes targeting sexual orientation increased 69% from the previous year. These numbers are alarming but unsurprising, as this trend has been ongoing for years. From 2016-2023, police-reported hate crimes motivated by sexual orientation have increased a staggering 388%.

By supporting Egale's work, you are taking a stand against anti-2SLGBTQI hate and violence.

# What are some examples of Egale Canada's recent work?

## Research

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Research is the foundation of our work and informs everything we do at Egale. Centering 2SLGBTQI experiences, our research is community-based and action-oriented. The reports we publish are used nationally and worldwide to create positive change for 2SLGBTQI people.

### Research highlights:

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[Working for Change: Understanding the employment experiences of Two Spirit, trans, and nonbinary people in Canada](#)

Egale's research report, *Working for Change* explores the employment, underemployment, and unemployment experiences of Two Spirit, trans, and nonbinary (2STNB) people to understand their workplace experiences, barriers to employment, and experiences of discrimination and bias.

[Queering Mental Health Supports in Canada](#)

Egale's [Queering Mental Health](#) research report shows that there are persistent gaps in service delivery and quality of care for 2SLGBTQI people, and how imperative it is that mental health services and related social services address social determinants of mental health. The report recommendations aim to ensure that 2SLGBTQI individuals' unique mental health needs are addressed.



## Education

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Education is essential in building more inclusive spaces for 2SLGBTQI people. Egale’s educational resources allow everyone, no matter what level of knowledge they hold, opportunities to contribute to a society where everyone is equal, and none is other.

### Educaiton highlights:

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#### Inclusive Schools

Egale’s comprehensive suite of Inclusive Schools resources are specifically tailored for all members of our school communities including teachers, students, administrators, and parents/guardians. Our resources include curriculum-aligned toolkits with videos, classroom materials, and discussion questions, downloadable school posters, educational webinars, training sessions, and more.

#### Workplace Inclusion

Egale’s Workplace Inclusion offerings provide private, public and not-for-profit sector organizations reliable, high-quality training and development. Together with our partners, we are building a future where diversity is celebrated, inclusion is the norm, and workplaces thrive by embracing the unique strengths of every individual.



## Awareness

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Awareness initiatives elevate the voices of 2SLGBTQI communities and draw attention to some of today's most pressing issues. Our awareness campaigns aim to inform and inspire the public to begin their own journeys in inclusive work starting with our educational resources.

### Awareness highlights:

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#### See the Person, Not the Label

Too often, trans people are defined only by their transness, and not by the countless other things that make up who they are. If more people took the time to look closer, they'd see human beings with hopes and dreams and unique stories to tell. Egale's 2024 Pride campaign, *See the Person*, invites viewers to watch the stories of three remarkable trans individuals and to take a stand against anti-trans hate.

#### Rainbow Action Hub

There has been an exponential rise in anti-2SLGBTQI and hate-fueled movements across Canada. Egale's Rainbow Action Hub is your one-stop-shop for the why and how to combat the rise of anti-2SLGBTQI hate. The hub includes resources, tools, education, and information aimed at 2SLGBTQI organizations, advocates and activists.



# Legal Advocacy

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Legal Advocacy is how we ensure the research, education, and awareness work we do is lasting. Our legal advocacy work helps to make explicit that 2SLGBTQI experiences are reflected in policy at all levels of government and beyond.

## Legal Advocacy highlights:

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### Lawsuit Against the Government of Saskatchewan over their Harmful School Pronoun Policy

Egale Canada and McCarthy Tétrault LLP as co-legal counsel, have filed a lawsuit against the Government of Saskatchewan over the harmful “Use of Preferred First Name and Pronouns by Students” Policy. This policy will cause devastating and irreparable harm to gender diverse students under 16 years old who do not feel safe coming out at home.

### Egale’s Intervention in York Region District School Board v. Elementary Teachers’ Federation of Ontario

Egale intervened in this case on appeal before the Supreme Court in order to share our expertise on 2SLGBTQI people and issues with the court. The decision from the Supreme Court of Canada aligns with Egale Canada’s position that students should benefit from protections at school under the Canadian Charter of Rights and Freedoms.





# Fundraising on Social Media

## How can I direct my audience to support Egale Canada?

We can work together to create an online form/link for donations that will link right to Egale Canada, or you can direct people to donate by visiting [egale.ca/donate](https://egale.ca/donate).

Some examples of websites we can use to create an online form/link are [Canada Helps](#) and [Tiltify](#).

**To learn more, please contact our Development team – we would be excited to hear from you: [donate@egale.ca](mailto:donate@egale.ca)**

## How can I fundraise on Instagram and Facebook for Egale Canada?

Instagram and Facebook have integrated features to help support non-profit organizations and charities. Included below are guides for both social media platforms which are paraphrased from the official websites' instructions (found here for [Instagram](#) and [Facebook](#).)

### Instagram:

- ▶ Go to Instagram and click on the plus sign at the bottom of the screen or swipe right in the Feed
- ▶ Create your post then click next
- ▶ Tap add fundraiser
- ▶ Select Egale Canada and edit the fundraiser details page
- ▶ Click done
- ▶ Click share

## Facebook:

- ▶ Go to Facebook and click the fundraiser page
- ▶ Click raise money
- ▶ Click Nonprofit
- ▶ Click Egale Canada or search for it in the search bar
- ▶ Enter how much money you wish to raise and the currency
- ▶ Click create

## Are there any tips for running a social media fundraiser?

To drive more traffic to your social media fundraiser, it's important to create engaging and relatable content. Here are some detailed tips to help you:

### Share Your Personal Connection:

- ▶ Explain why supporting Egale Canada matters to you personally. Share your story!
- ▶ Personal anecdotes create a deeper connection with your audience, making your cause more relatable and compelling.

### Highlight Egale Canada's Impact:

- ▶ Share some examples of Egale's work that resonates with you (some of our recent/ongoing work is listed above). For more inspiration and specific examples, view our [recent reports](#).
- ▶ For resources, information, and research on the current climate of rising anti-2SLGBTQI hate, visit our regularly updated [Rainbow Action Hub](#).
- ▶ To see Egale's latest public statements, visit our [Media Centre](#).

## Engage with Visual Content:

- ▶ Visuals are key to grabbing attention on social media. Use photos, videos, and infographics to make your posts more appealing.
- ▶ If you need ready-to-use graphics, you can find pre-made social media assets [here](#).

## Call to Action:

- ▶ Always include a clear call to action in your posts. Encourage people to donate, share the post, or visit your fundraising page.
- ▶ Use phrases like “Join me in supporting,” “Every little bit helps,” or “Share this to spread the word.”

## Consistency is Key:

- ▶ Post regularly to keep the momentum going. Mix up your content to keep it fresh—use a combination of personal stories, updates on Egale’s work, and engagement posts.
- ▶ By combining the above ideas, you can create a compelling fundraising campaign!

# Wording, Phrasing and Language Tips

## Egale Canada's Name

- ▶ “Egale” is pronounced like “egalitarian” and Egale is French for equality
- ▶ When writing our name, Egale should always be a capital E and the rest is lowercase.

## The Acronym

- ▶ Egale Canada uses the acronym 2SLGBTQI – standing for Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer, Intersex
- ▶ You may choose to use this acronym or the one that makes sense for you. There is no one right acronym.



## Inclusive Language Tips

| Avoid Saying                  | Try Saying Instead                            | Notes   |
|-------------------------------|---|---|
| Transgendered                 | ▶ Trans(gender) person                        | ! • Transgender is an adjective, not a verb.  |
| The gays                      | ▶ Gay men                                     | ! • Person-centered language avoids dehumanizing people   |
| Homosexuals                   | ▶ 2SLGBTQI                                    | ! • Use the labels and categories that individuals and communities have self-identified.  |
| “They used to be a man/woman” | ▶ “He is a man/ was assigned female at birth” | ! • Recognize that a person’s gender is real and enduring, and avoid confounding gender with a point-in-time event or longing.                                    |
| “They had a sex change”       | ▶ “They transitioned”                         | ! • Living as one’s true gender is a process, not a point-in-time event. Further, “switching genders” implies that the individual “opted” to change who they are. |

Refer to Egale’s [Affirming and Inclusive Language Resource](#) for more inclusive language guidance.

## Have more questions?

Please contact our Development team to learn more or discuss your fundraising activities – we would be excited to hear from you:

[donate@egale.ca](mailto:donate@egale.ca)



**Egale**

egale.ca | @egalecanada