



## **Thank you for signing up as a 2018 GSAFE Superhero!**

This year our superheroes are raising money for the Trick or Trot 5k Run/Walk on October 14th. Superheroes typically raise about \$25,000 collectively by reaching out to their friends, family, and colleagues and asking for a little support. This year we are hoping to raise \$30,000 with our amazing superheroes!

We are always amazed at how everyone rallies together and brings in such an amazing amount of support for the GSAFE staff and all of the programs they carry out to build safer, more inclusive schools for LGBTQ kids in Wisconsin.

**There are less than three months before race day, and time moves quickly. Consider starting your fundraising right now!**

This packet includes info about GSAFE, tips, and templates to help take your fundraising to another level. If you're on Facebook please join our [Superhero FB Group](#) to get updates and additional tips!

Thank you so much for your commitment to supporting GSAFE! If you need anything at all, please do not hesitate to contact Brian J. ([brianj@gsafewi.org](mailto:brianj@gsafewi.org)) or call our main office line at 608-661-4141. You can also contact Matt Levin, our Superheroes coordinator ([matt\\_levin@hotmail.com](mailto:matt_levin@hotmail.com)).

With gratitude,  
Brian J.  
GSAFE Senior Director of Education and Policy

## The GSAFE Superhero Checklist



- **Register for the Trick or Trot at [tinyurl.com/gsafetot2018](http://tinyurl.com/gsafetot2018)** - check! You are already on your way. **While you're on the website, sign up to become a Superhero and create your personalized fundraising page.**
- **Set your fundraising goal** - what \$\$ amount are you trying to reach? Start by setting your sights high, at \$1,000 or more, or start with a lower initial goal, maybe \$250. Most people are surprised how much they can raise by reaching out to their networks, but some would like to start low and then increase their goal along the way.
- **Set up a plan with a timeline** for how you are going to accomplish this goal before October 14th. Consider three different ways you can solicit donations. For example, I will send an email out to all of my colleagues this week, I will post weekly messages on my facebook page, and I will make personal phone calls to at least 10 people I know are definitely interested in giving by October 1st. Make sure your goals are SMART (specific, measurable, attainable, realistic, and timely).
- **Identify *your* personal investment in the mission of GSAFE.** People are more likely to give if they feel a connection to the person asking and they have a clear sense of WHY it is so urgent/important/amazing to be a part of what you're doing. 99% of the time people do not donate to a cause because of the cause, they give because of how it's presented and how the campaign makes them feel.
- **Have fun and be YOU.** Don't be afraid to be silly or think outside of the box. Play the ukulele? Let people know that if they raise a certain amount by a certain day you'll serenade them. Do you like to bake? Tell your friends that if they donate their name will be entered in a drawing for a free dozen cookies. Get creative!

### Should I use Facebook's fundraising feature?

- GSAFE prefers [runsignup.com](http://runsignup.com) because all money donated goes to GSAFE and it is also easier to collect donors' contact information
- If you're already familiar with Facebook's fundraising feature, though, go for it...just let us know!

## **5 Steps to Creating a Successful Facebook/Twitter Fundraising Campaign:**

1. Use images, videos, or other fun/interesting content. Text-only posts often get lost. You can use google's free image search to find pictures or use a free site like canva to make fun and colorful web graphics. Keep an eye out for promotional materials from GSAFE that you can share online.
2. Make it "public" - Don't just make your posts visible to your friends, sharing a public post could mean you will reach 3 times more people. For example a post that gets 60 likes and 60 shares can reach 200 more.
3. Tagging friends makes the post appear on a friend's wall, and it also sends them a Facebook notification. This allows friends of friends to see it, making your post more visible. Remember that not all of your friends will donate, but some of them will share your fundraising message and help get the message out.
4. Thank you, thank you, thank you! Unless someone chooses to give anonymously, be sure to thank people as they make donations and tag them in the post so that their friends see that they gave.
5. Create a conversation - If friends 'Like' or comment on your post, engage with them. Write a comment thanking them for their support, answer their questions and like their comment. If they're liking but haven't given, make the ask. Don't forget to tag them when you do!

### **What to ask for....**

- Donate! Consider asking people to give a certain amount of money by a certain date. Giving a deadline is a good idea since some people respond better to a very specific action step.
- Join my team! Give people the registration link and invite them to walk/run with you and your team AND become a fundraiser themselves.
- Share! If someone can't give financially, let them know they can support the event by sharing info about the race and your fundraising campaign on social media.
- Volunteer! Don't have the financial means, don't want to walk, but still want to help? We are always in need of event volunteers - contact [brianj@gsafevi.org](mailto:brianj@gsafevi.org) to sign up!

**Example posts for social media:**

I'm raising money for GSAFE because I believe all kids should feel safe and supported at school. Do you? Donate today to say yes to safe Wisconsin schools! <INSERT LINK>

More than half of LGBT middle and high school students in the US reported feeling unsafe at school because of their sexual orientation, and four in ten students felt unsafe because of how they expressed their gender (GLSEN, a national LGBT safe schools org). Help me change this by giving to GSAFE: <INSERT LINK>

I'm fundraising for GSAFE! Let's invest in making our schools safer for all kids in Wisconsin. I challenge 10 friends to give \$10 by 10PM tonight <INSERT LINK> <Tag 10 friends likely to give>

"We cannot always build the future for our youth, but we can build our youth for the future." - Franklin D. Roosevelt. Join me in supporting GSAFE! <INSERT LINK>

Want to go on a virtual date? This week consider donating what you would normally spend on coffee or movies while out with me to GSAFE! <INSERT LINK>

## Frequently Asked Questions about GSAFE

### ***What does GSAFE do?***

GSAFE is the only nonprofit in the state of Wisconsin charged with creating safer K-12 schools for lesbian, gay, bisexual, and transgender youth. The staff trains educators and school staff and advocates for non-discrimination protections and policies in schools. GSAFE also develops the leadership and activism of LGBT youth and their allies through courses, camps, presentations and conferences.

### ***Is GSAFE local or statewide?***

The GSAFE office is located in Madison, Wisconsin but we travel often to serve as a resource and provide events and trainings in schools all over the state.

### ***How big is GSAFE?***

GSAFE has three paid staff positions and several internships and volunteer opportunities throughout the year with an annual budget of approximately \$250,000.

### ***Where does GSAFE get funding?***

GSAFE hosts fundraising events throughout the year and is sustained by the ongoing and generous support of community members. Our organization is also funded through grants, foundations, corporate sponsors, and contracts with schools districts and the Department of Public Instruction.

### ***What's are GSAFE's Specific Programs?***

- **Education and Policy** - Training educators and school staff and advocating for public policies and non-discrimination policies to create schools where all youth can thrive.
- **GSA Outreach and Support** - Providing resources and continued support for Gay Straight Alliances/Gender and Sexuality Alliances (GSAs) and their advisors in middle schools and high schools across the state of Wisconsin. This includes the weeklong Leadership Training Institute in the summer and various GSA conferences throughout the year.
- **Racial Justice** - Facilitating the Foundations of Leadership Course (a weekly course for Madison area high schools students) and the New Narrative Project (a weekly course for incarcerated youth in Dane County) which focus on the historical and modern contributions of LGBTQ+ leaders of color.
- **Transgender Justice** - Offering events and leadership opportunities for transgender and gender nonconforming youth as well as education for allies. This includes the facilitation of workshops at the summer Leadership Training Institute on gender and the facilitation of the Youth Leadership Board (YLB). YLB is an opportunity for youth in the Madison area to build their own skills around community organizing and social justice.
- **Community Partnerships** - GSAFE works closely with school districts, youth organizations, the department of public instruction, community nonprofits and coalitions, the University of Wisconsin system, and fiscal sponsors to provide dynamic leadership opportunities for thousands of youth and educators across Wisconsin each year.



## **Sample E-mail #1**

The Formula:

- Greeting
- Paragraph one: **Personal** story that allows reader to connect **emotionally** (2-3 sentences)
- Paragraph two: State the problem (2-3 sentences)
- Paragraph three: State the solution (2-3 sentences)
- Paragraph four: Call to action (1 sentence)
- LINK
- Gratitude

Dear Friends,

You may not know this, but my daughter is one of a few girls on her t-ball team. She wears pink pants so that everyone knows she is proud to play and be a girl! It's wonderful to see her so excited and empowered to be herself. Unfortunately, a lot of other kids her age don't have the same freedom.

Wisconsin currently lacks clear statewide protections for transgender and gender nonconforming students and educators. According to the National Center for Transgender Equality 59% of trans students have been denied access to restrooms consistent with their gender identity.

GSAFE organizes for trans-inclusive policies and practices on a district by district basis throughout the whole state of Wisconsin. This includes protecting the rights and safety of trans and gender nonconforming kids who want to play sports, use bathrooms and locker rooms, and learn in an environment free of harassment.

I have committed to fundraising \$500 for GSAFE on behalf of my daughter and her friends. GSAFE is an organization working tirelessly to create K-12 schools in Wisconsin where lesbian, gay, bisexual, and transgender youth of all backgrounds can thrive.

Please join me in declaring you believe all children in Wisconsin should feel safe at school by making a donation to my page:

<http://runsignup.com/brianj2017>

Your love and support mean so much to me.

Sincerely,

Your Name

## Sample E-mail #2

The Formula:

- Greeting
- Paragraph one: **Personal** story that allows reader to connect **emotionally** (2-3 sentences)
- Paragraph two: State the problem (2-3 sentences)
- Paragraph three: State the solution (2-3 sentences)
- Paragraph four: Call to action (1 sentence)
- LINK
- Gratitude

Dear Carrie,

As our young people go back to school it's an amazing opportunity to think about how we signal we love and support them on their journeys. Sometimes it's more than making sure the backpack is ready and the school supply list is complete. There may be needs your kids have you haven't even thought about yet!

I know that most of the people in my life had no idea who I would grow up to be or what I was going through as as a young person just coming out. I didn't "look" gay and I wasn't out as bisexual so I felt very isolated and often suffered alone. Imagine for a second the children in your life are in fact members of my community. Do they have everything they need to feel safe?

Statistics show that lesbian, gay, bisexual, and transgender teens are at higher rates for depression, suicide, violence, dropping out of school, and homelessness than heterosexual teens. My experiences of not being seen or understood growing up, and my lack of LGBTQ+ role models, reinforce and remind me of why the work of GSAFE is so important and I am moved to be the advocate I wish I had in my life when I was growing up.

I have committed to fundraising \$1,000 for GSAFE, an organization working tirelessly to create K-12 schools in Wisconsin where lesbian, gay, bisexual, and transgender youth of all backgrounds can thrive.

Please join me in declaring you believe all children and teens in Wisconsin should feel safe at school by making a donation to my page:

<http://runsignup.com/brianj2017>

Your love and support mean so much to me.

With gratitude,

Your Name



Feel free to use and share these Trick or Trot cover photos on Facebook and other social media!  
 We can also create a personalized image just for you, just ask!  
 (email Amelia at [ameliamspeight@gmail.com](mailto:ameliamspeight@gmail.com), Brian at [brianj@gsafewi.org](mailto:brianj@gsafewi.org), or connect with us on Facebook)

Facebook Cover Photo:



Sample Social Media Posts

