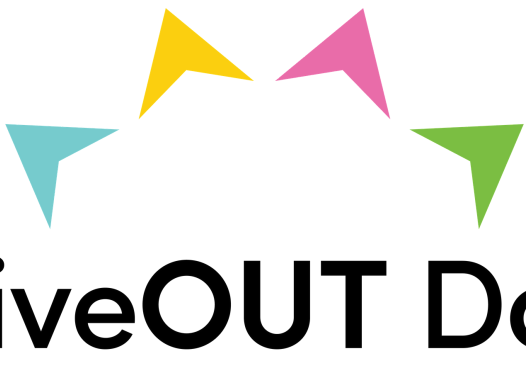


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GiveOUT Day

Participant Toolkit
2020



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1. What is GiveOUT Day?
2. Who can get involved?
3. Things you should know
4. How to register
5. Facts and stats
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1. What is GiveOUT Day?

**An opportunity to stand with
LGBTIQ+ communities by
seeking or providing support.**

GiveOUT Day is returning to Australia on Friday 16 October 2020.

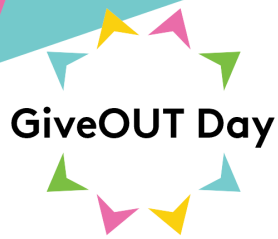
Inspired by the success of the US concept, GiveOUT Day AU is a national day of giving to LGBTIQ+ communities. While we have achieved marriage equality in Australia, this is only one step towards true equality for LGBTIQ+ people. GiveOUT Day is here to help LGBTIQ+ projects and community groups take the next step forward. By providing an online platform for these projects and groups to raise funds and build awareness through, GiveOUT Day will inspire the country to get behind LGBTIQ+ communities.

Donations made to participating projects through the platform will be matched dollar for dollar.*

Pre-pledges will open in the coming months.

GiveOUT Day is a project of GiveOUT - formerly The Channel Giving Circle.

*See giveout.org.au/terms for details



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2. Who can get involved?

LGBTIQ+ PROJECTS AND COMMUNITY GROUPS

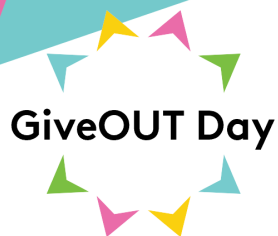
GiveOUT Day exists to support projects or community groups directly benefiting or celebrating LGBTQ+ communities in Australia. We want to help LGBTQ+ communities fund their important work for social change. We want to help them build their capacity.

Guided by this objective, the GiveOUT Day team are here to help raise awareness and provide advice on fundraising for LGBTQ+ causes.

INDIVIDUALS + ORGANISATIONS PASSIONATE ABOUT SUPPORTING LGBTQ+ COMMUNITIES

Participating projects and community groups need the support of those who are passionate about improving the lives of LGBTQ+ people.

Join us this GiveOUT Day



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3. Things you should know

We encourage you to use the following resources to talk about your GiveOUT Day campaign.

You can also reach out to our team anytime at giveoutday@giveout.org.au with specific questions or to share any announcements and plans.

- » GiveOUT Day is being held on Friday 16 October 2020.
- » GiveOUT Day is open to any projects or community groups directly benefiting or celebrating LGBTIQ+ communities in Australia.
- » Donations made to participants through the GiveOUT Day platform will be matched dollar for dollar.* To be eligible, you must have a current Australian Business Number (ABN) and be registered under the Corporations Act 2001 (Cth) or the Associations Incorporation Reform Act 2012 (Vic). If you do not meet the above criteria, we encourage you to nominate an eligible auspisor. Please enter your auspisor's ABN in the field provided.
- » You're welcome to organise further matched funding for your campaign and to promote this on your donation page. If you'd like to do this, get in touch so we can reflect this on your progress bar and receipts to donors.
- » We welcome applications from individual artists via an auspicing arrangement, provided their application meets the terms and conditions and exists to directly celebrate or benefit LGBTIQ+ communities in Australia.



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- » We encourage you to use GiveOUT Day as an opportunity to fundraise and you are welcome to use this toolkit even if you don't want to use the GiveOUT Day platform to accept donations.
- » While GiveOUT Day will be held on 16 October 2020, your campaign can be much longer than one day. We recommend you start asking for donations before launching a larger fundraising campaign on GiveOUT Day.
- » Participation is free for community groups and projects. All donations through the GiveOUT Day platform are processed via Stripe and a small transaction fee is charged to the donor. GiveOUT and GiveOUT Day are unable to take donations on your behalf.
- » Ensure you comply with the relevant fundraising laws in the jurisdictions you intend to or expect to receive donations from. Each Australian state and territory has its own rules in relation to fundraising activities. For more information on the requirements in your jurisdiction, please see Justice Connect Not-for-profit Law's [factsheet](#).



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4. How to register

Visit giveout.org.au/sign-up to register your project or community group for GiveOUT Day. The team will review your submission and notify you once you are approved. You will then be given access to edit your GiveOUT Day page.

When registering, consider listing a specific project or area of work. Donors tend to give small donations to general appeals and larger donations to targeted campaigns that highlight specific funding needs or areas of work. If listing a specific project, you need to ensure you can follow through with this and all donations received are allocated where you have said they would be allocated.

Choose a goal that's achievable for you, and try to lock in some initial donations before GiveOUT Day so you can launch your page on GiveOUT Day with some funds raised already. Pre-pledges are included in the matched funding!

You are welcome to organise further matched funding for your campaign and to promote this on your donation page. If you'd like to do this get in touch so we can reflect this on your progress bar and receipts to donors.



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CONNECTING YOUR GIVEOUT DAY PROJECT PAGE TO YOUR STRIPE ACCOUNT

- Step 1 Create or log in to your Stripe account.
- Step 2 Go to 'Settings' at the bottom of the left-hand side menu.
- Step 3 Go to 'Team members'.
- Step 4 Select 'New user' on the top right-hand side of the page.
- Step 5 Enter giveoutday@giveout.org.au in the email address field.
- Step 6 Select 'Administrator'.
- Step 7 Select 'Invite'.
- Step 8 If you've just created your account, you will also need to fill out your company details in the 'Your Business' and 'Payments and Payouts' sections under 'Settings'.
- Step 9 If you are not processing donations via Stripe outside of GiveOUT Day during the campaign, we suggest you turn off the auto-receipt function under 'Settings' > 'Email receipts', as leaving it on will mean donors receive two receipts, one from Stripe and one from GiveOUT Day.

That's it! We then accept your invitation and complete the payment routing process on the GiveOUT Day platform. Once we have notified you that this process is complete, you are welcome to delete us as a user on Stripe.



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5. Facts and stats

GiveOUT and [Our Community](#) recently researched the state of LGBTIQ+ giving in Australia and the issues affecting LGBTIQ+ people. Head to our [interactive infographic](#) to see that stats and share with your networks. Here's a snapshot of our findings:

The LGBTIQ+ community makes up a significant proportion of the Australian population. While LGBTIQ+ Australians often live happy, successful lives, a long history of injustice has resulted in an LGBTIQ+ community with complex needs that must be addressed...

11%

of Australians are of diverse sexual orientation, sex or gender identity (2.7 million people)

20.8%

of LGBTIQ+ people have experienced homelessness (vs. 13.4% of heterosexual people)

44%

of LGBTIQ+ people hide their sexuality or gender identity in public for fear of heterosexist violence or discrimination

80%

of homophobic bullying involving LGBTIQ+ young people occurs at school and has a profound impact on their well-being and education



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We know the problems are eminently
fixable...

75%

of LGBTQ+ young people at
schools with protective policies in
place feel safe

vs.

45%

of LGBTQ+ young people at
schools that don't have these
protective policies

LGBTQ+ employees who are 'out' to
everyone at work are...

50%

more likely to
innovate than
workers who are
not out

35%

more likely to work
highly effectively in
their team

45%

more likely to
provide excellent
customer/client
service

And most Australians are already on
the side of equality...

61.6%

of Aussies voted yes in the
marriage equality postal vote

Now is the time to act »



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The resources are available to create change: An estimated \$80 billion in grants is given away to Australian community groups each year. But only a small proportion is given to LGBTQ+ projects each year.

- » Local government: 165 approved LGBTQ+ applications out of 45,155 total approved applications (0.37%)
- » State government: 24 approved LGBTQ+ applications out of 23,188 total approved applications (0.10%)
- » Philanthropy: 18 approved LGBTQ+ applications out of 8,338 total approved applications (0.22%)
- » Federal government: 2 approved LGBTQ+ applications out of 2,882 total approved applications (0.07%)

The Australian philanthropic community could do much better in funding LGBTQ+ projects.

Only \$1.5 million of the \$374.5 million in philanthropic funding shown on Philanthropy Australia's Foundation Maps went to LGBTQ+-specific projects (that's 0.4%), of which \$1.4 million (93%) was dedicated to the marriage equality campaign.

LGBTQ+ charities and not-for-profit groups are surviving on the smell of an oily rag. 48% of LGBTQ+ groups have an annual budget of less than \$10,000. Most of them are primarily self-funded.

» It's time to shift the dial.



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6. Spread the word

SOME SUGGESTED POSTS FOR YOUR SOCIAL MEDIA

- » #giveoutdayAU is here to shift the dial on funding for LGBTQ+ projects. Donations will be matched dollar for dollar. Stand with us this GiveOUT Day » Friday 16 October 2020 » [giveout.org.au/giveout-day/\[your project's title\]](https://giveout.org.au/giveout-day/[your project's title])
- » 2.7 million Australians are of diverse sexual orientation, sex or gender identity. We're working towards true equality for LGBTQ+ people. Support us this #giveoutdayAU » Friday 16 October 2020 » [giveout.org.au/giveout-day/\[your project's title\]](https://giveout.org.au/giveout-day/[your project's title])
- » While we've achieved marriage equality in Australia, this is only one step towards true equality for LGBTQ+ people. On #giveoutdayAU help us take the next step forward » Friday 16 October 2020 » [giveout.org.au/giveout-day/\[your project's title\]](https://giveout.org.au/giveout-day/[your project's title])
- » Most LGBTQ+ community groups in Australia are primarily 'self-funded', and we are one of them. Help us change this on #giveoutdayAU » Friday 16 October 2020 » [giveout.org.au/giveout-day/\[your project's title\]](https://giveout.org.au/giveout-day/[your project's title])
- » Why #giveoutdayAU? Only 0.8% of funding organisations in Australia specifically target #LGBTIQ+ people. It's time to shift the dial. Stand with us » Friday 16 October 2020 » [giveout.org.au/giveout-day/\[your project's title\]](https://giveout.org.au/giveout-day/[your project's title])
- » #giveoutdayAU is a chance to highlight what's left to do for us to achieve true equality for LGBTQ+ communities. Check out our campaign » Friday 16 October 2020 » [giveout.org.au/giveout-day/\[your project's title\]](https://giveout.org.au/giveout-day/[your project's title])



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AN EMAIL TO SEND TO YOUR NETWORKS

Dear <INSERT NAME>,

Improving the lives of LGBTIQ+ people doesn't stop at marriage equality. But in Australia, there is a clear lack of funding support to take us further.

<ABOUT YOUR ORGANISATION/PROJECT & PARTICIPATION IN GIVEOUT DAY>

Inspired by the success of the US concept and motivated by our successful inaugural year, GiveOUT Day will be returning on Friday 16 October 2020.

Donations made to us through the GiveOUT Day platform will be matched dollar for dollar up to \$1,000 (subject to change).

<PERSONAL STORY OF SUCCESS FROM A DE-IDENTIFIED CLIENT OR SIMILAR INVOLVED IN YOUR ORGANISATION OR PROJECT>

Please support us this GiveOUT Day by helping us reach our goal of <\$>.
<WE'RE % OF THE WAY THERE ALREADY!>

Pre-pledges are open now at [giveout.org.au/giveout-day/\[your project's title\]](http://giveout.org.au/giveout-day/[your project's title])

With thanks,
<YOUR SIGNATURE>

GRAPHICS AND VIDEOS

We recommend you [download](#) and make use of our official GiveOUT Day tiles and frames when promoting your GiveOUT Day campaign on social media.

You may also like to link to the endorsements provided by our GiveOUT Day Ambassadors, which you can access [here](#).



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MEDIA RELEASE TEMPLATE

<YOUR ORGANISATION> is proud to be participating in GiveOUT Day on Friday 16 October 2020.

Inspired by the success of the US concept and motivated by the lack of funding support for LGBTQ+ community groups across the country, GiveOUT Day Australia is a national day of giving to LGBTQ+ communities.

Only 0.8% of funding organisations in Australia specifically target LGBTQ+ people (Australian Charities and Not-for-profits Commission, 2016).

LGBTQ+ organisation GiveOUT (previously known as The Channel) is hosting GiveOUT Day to address this lack of funding and is calling upon community members and allies alike to join them by seeking or providing support for LGBTQ+ community projects.

<A PARAGRAPH ON WHY YOUR ORGANISATION HAS DECIDED TO PARTICIPATE IN GIVEOUT DAY AND A DESCRIPTION OF THE WORK IN NEED OF FUNDING>

Head to <YOUR ORGANISATION>'s GiveOUT Day fundraising page at <YOUR CUSTOM URL> to find out more or donate now! The first \$20,000 donated through the platform is being matched dollar-for-dollar by GiveOUT, so get your donation in early to make sure your impact is doubled!*

To find out more about how you can help spread the word about Australia's first GiveOUT Day, head to giveout.org.au/collaborator.

* See giveout.org.au/terms for more details on donation matching



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7. Order a promo pack

As a GiveOUT Day AU Participant, you can receive a free pack of posters, postcards and stickers to display around your office or send out to your partners and supporters. Head to giveout.org.au/order to place your order.

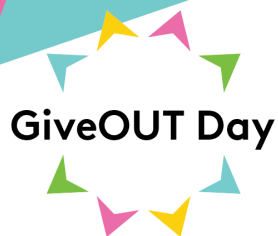
8. Organise an event

Events are a great way to increase your profile, raise awareness of your cause, strengthen your relationships and grow your network.

If you would like to fundraise at your event, be sure to comply with the relevant fundraising laws in the jurisdictions you are holding your event(s) in. Each Australian state and territory has its own rules in relation to fundraising activities, including raffles and auctions. For more information on the requirements in your jurisdiction, please see Justice Connect's [Not-for-profit Law Information Hub](#).

The most successful fundraising events are those where the foundations for a funding ask are laid. The ask itself should not happen at the event, and instead should happen privately in targeted follow-up conversations with each prospective donor.

We are also planning to hold our own events in Melbourne and Sydney that you're welcome to take part in.



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9. Donor retention and thank you plan

You will receive the details of those who have donated directly to your campaign. You can also access donor details at any time by logging in to the GiveOUT Day hub. We recommend that you come up with a donor thank you plan. To help you along, we have included a suggested plan below for you to customise.

Remember - if you hope to retain donors, it is important to recognise all gifts as a generous contribution and adequately thank all donors within 48 hours of their donation. First time donors who get a personal thank you within 48 hours are four times more likely to give a second gift.

- | | |
|----------------------|---|
| > \$50 | » Automated receipt and thank-you email |
| \$50-\$100 | » Automated receipt and thank-you email
» Follow-up thank-you email from a member of your organisation |
| \$101-\$1,000 | » Automated receipt and thank-you email
» Follow-up thank-you call from a member of your organisation or a personalised email from the head of your organisation |
| >\$1,000 | » Automated receipt and thank-you email
» Follow-up thank-you call or personalised email from the head of your organisation |



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MORE ON DONOR RETENTION

Donor retention refers to the percentage of donors that have given after the first gift at any time. According to the 2018 Fundraising Effectiveness Survey Report, the average donor retention rate across the not for profit sector is thought to be between 40% and 50%. It is important to have a strong donor retention rate, as it is more costly to gain new relationships than it is to cultivate existing ones. If donors aren't getting what they want from the organisation, it is potentially a reputational risk as well as a burden on resources.

SOME TIPS FOR DONOR RETENTION

- » giving donors an opportunity to engage that doesn't involve money (volunteering, joining a committee, attending an event, signing a petition, filling in a survey, a phone call asking for their advice on your direction);
- » giving back to donors (sending them pictures of people their donations have helped, pictures of them at events, recognition in publications, follows on social media, shares on social media); and
- » personal notes (personalised emails, handwritten notes).



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Thank you.

We're so excited to have you with us, standing with LGBTIQ+ communities and growing the pot of gold under the rainbow.

We can't do it without you, so now it's time to get the message out using the tools in this toolkit.

Spread the word across your networks, and feel free to reach out to us at any time for support with your campaign.

Love,
The GiveOUT Day Team



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About GiveOUT Day AU

GiveOUT Day is returning to Australia for its second year on Friday 16 October 2020. Inspired by the success of the US concept, GiveOUT Day is an annual national day of giving to LGBTIQ+ communities. By providing an online giving platform and awareness campaign for LGBTIQ+ projects and community groups, GiveOUT Day is here to inspire the country to get behind their important work.

About Give OUT Day US

Give OUT Day in the US is a project of Horizons Foundation. Founded as a community foundation of, by, and for LGBTIQ people, Horizons has been supporting LGBTIQ nonprofit organisations, leaders and donors for more than 35 years. Since the day's inception in 2013, over 45,000 individual donors have contributed more than \$5 million USD and supported more than 600 different organisations in every part of the US.



GiveOUT Day 2020 Ambassador
Simon Dunn

About GiveOUT

GiveOUT started its life as The Channel, Australia's first LGBTIQ+ giving circle. Established in 2016, in our short history we have distributed more than \$150,000 in grants to LGBTIQ+ community projects, supported more than 50 LGBTIQ+ community organisations, and released the first ever Australian report on the state of LGBTIQ+ funding.

We exist to facilitate and grow the GiveOUT Day fundraising platform, and to be a resource centre for ALL Australian LGBTIQ+ organisations – by supporting, promoting and growing the capacity of other LGBTIQ+ organisations, projects and events.

Our Partners:

