



Thank you for taking the generous step of fundraising for Family Tree Clinic as part of Give OUT Day!

Give OUT Day (GOD) is June 4th, and is the ONLY national day of giving for the LGBTQ community. [Donations are made through GiveMN.](#) Family Tree Clinic is trying to raise \$20,000 to help keep our excellent and affordable care accessible to our communities. While Give OUT Day is June 4th, all donations made May 28th - June 30th will count towards our goal.

When you step up as a fundraiser, you join an incredible community of supporters lending their personal networks to our cause. This guide will provide you all the tools you need for a peer-to-peer fundraising campaign that's not only successful, but also easy and fun!

How it works:

Step 1: Set up your fundraiser page.

1. Visit <https://www.givemn.org/organization/Familytreeclinic>, and click the "fundraise" button.
2. You'll need to sign up for an account on the site, if you haven't already. You'll receive an email to verify your account. Then, follow these easy steps.
3. We went ahead and created a template you can customize to make creating your fundraiser as easy as possible! Just make sure to click the box "Use template provided by organization."
4. Click the pencil "Page Editor" icon for the list of items to customize, such as your goal (\$200-\$500 is a good place to start), story and description, and personal photo to make your fundraiser personal and compelling.
5. Click "Duration" to select the campaign end date as June 30th, 2026.
6. Click the gear "Settings" icon and customize your social sharing image if you'd like, similar to the featured media you used for "Image/Video."
7. When you're ready - **hit publish to begin sharing using your unique link!**

If you'd like help setting up your fundraiser, email Flannery White at fwhite@familytreeclinic.org. I'm happy to assist!

TIP

Have fun with it! Here are some fresh, funky, and fun prompts to help you write your fundraising page:

1. **WHAT PRIDE MEANS TO ME:** What does Pride mean to you? How do you celebrate Pride? Why is inclusive care and education an important part of Pride?
2. **OFF-BRAND QUEER ICON:** who's your favorite off-brand queer icon, and why would they want your network to donate to Family Tree? Write a short reflection from the perspective of your favorite off-brand queer icon about why they support reproductive, sexual, and gender affirming care.
3. ***THE* PHOTO:** do you have a favorite childhood photo that now, looking back at it, you were just so obviously gay? As an incentive to donate, share this photo with anyone who makes a donation to your fundraising campaign!
4. **GENDER? WHO'S THAT?:** How would you describe your gender, without using traditionally gendered words? Why do we all deserve bodily autonomy and to determine our own gender expressions? For every donation made, add an additional description of your gender to your fundraising page!
5. **SEX ED:** What was your puberty or sex ed experience? Why is puberty and sex ed important to you? Tell your network why donating to Family Tree supports inclusive and stigma-busting puberty and sexual education!
6. **LET'S GO, ALLIES!:** How do you show up as an ally for queer and trans communities? What does it mean to you to be an ally? Share why supporting inclusive care and education can be an act of allyship!

Step 2: If possible, jumpstart your campaign by making the first donation.

Showcasing that you're not only a supporter but also a donor will encourage your network to give. Lead by example!

Step 3: Reach out to your network.

All contributions to your campaign from May 28th through June 30th count towards Give OUT Day! So you can start reaching out to your network right away!

Donors to your campaign are most likely to be people who are in your personal network, like your friends, family, and colleagues.

TIP

You can reach out to your network in many ways, like posts and direct messages on social media, text, and personal emails. See the outreach templates on pages 3-4 to customize.

Step 4: Keep communicating on the big day.

Make sure to do a big push on June 4th, Give OUT Day. Let your network know that today is the day to donate!

As you hit important milestones, like when you are halfway to your goal, or even as individuals make gifts to your campaign, you can post updates on your fundraising page keeping folks informed about your progress!

Step 5: After Give OUT Day, thank your supporters.

After the big day, make sure to thank everyone who contributed to your campaign. It's so important to make sure all your supporters know the importance of their contributions!

Family Tree Clinic will also send a thank you to everyone who contributed!

Template: Social media post

Hi friends! I'm raising money for Family Tree Clinic as part of their Give OUT Day campaign! Family Tree Clinic is trying to raise \$20,000 to help keep their services affordable for all. It would mean a lot to me if you made a donation, because [Share your personal connection, e.g., I myself have benefitted from their services. It made a big impact on me when I needed support]. Thank you for giving! *[link to your fundraiser page]*.

TIP

Don't hesitate to tag Family Tree Clinic and your friends in your post to make sure they see it! If you are posting on Instagram, consider posting a video explaining why your friends should give to your campaign. Instead of including the fundraiser link in your post, add it to your Instagram bio, and tell your friends to go there to give.

Template: Email and Text Message

Email

Subject line: Exciting news: I'm supporting Family Tree Clinic for Give OUT Day!

Hi [Name]! I hope you're doing well! I have exciting news: I'm raising money for Family Tree Clinic as part of their Give OUT Day campaign!

If you don't know, Family Tree Clinic is an organization that's really important to me. They provide excellent and affordable sexual, gender, and reproductive health care and education for our communities. This Pride month, Family Tree is celebrating our community, and finding joy and solidarity with each other!

It would mean a lot to me if you made a donation, because [Share your personal connection, e.g., I myself have benefitted from their services. It made a big impact on me when I needed support].

Family Tree Clinic is trying to raise \$20,000 to help keep their services affordable for all. Your gift of any size would bring me closer to my goal and means so much to me. [Share what your friends, family, or network making a donation would mean to you.]

Thank you for giving! You can contribute here: [\[link to your fundraiser page\]](#)

Text Message:

Hi [Name]! I'm raising money for Family Tree Clinic! It would mean a lot to me if you made a donation, because [Share your personal connection, e.g., I myself have benefitted from their services. It made a big impact on me when I needed support.] You can contribute here: [\[link to your fundraiser page\]](#).