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Give Toolkit for Peer-to-Peer Fundraisers

Inside Out Youth Services is a 501c3 nonprofit organization. Charitable gifts are tax deductible to the extent allowable by law. Federal tax ID: 84-1407299

As staff, board, volunteers, and youth with Inside Out Youth Services, you hold immense power in being able to share your stories about why IOYS' work is so important – stories that you can share with your friends and family as you ask them to support IOYS too!

Below you will find graphics, tools, and scripts to help you do this important work alongside us.

Links

- [Link to Give Campaign Page](#)
- [Click here](#) to access IOYS logos for promotional materials
- [Our Website](#)
- [Sign up for our newsletter](#)
- Follow and tag us on [Facebook](#), [Instagram](#), and [LinkedIn](#)

Key messaging:

Mission: To build access, equity, and power with LGBTQIA2+ young people, through leadership, advocacy, community-building, education, and peer support.

Summary: Inside Out Youth Services is a community center and advocacy organization for LGBTQIA2+ young people, ages 13-24, in the Pikes Peak region.

LGBTQIA2+
Lesbian, Gay, Bisexual,
Transgender,
Queer/Questioning,
Intersex, Asexual,
Two Spirit and more.

Blurb: Inside Out Youth Services is the only nonprofit in the Pikes Peak region dedicated to serving LGBTQIA2+ young people, ages 13-24. At the Inside Out community center, youth may access a food pantry and clothing closet, evidence-based programs that cover everything from comprehensive sexual education to life skills, leadership and social opportunities, and a network of trusted adults. Out in the community, the Inside Out team offers trainings, advocacy, hot-spot mapping and other services to ensure LGBTQIA2+ youth have safe spaces across the region.

Most recent impact report: [LINK HERE](#)

Ways to Fundraise for IOYS

Here is a non-comprehensive list of things you can do to fundraise for IOYS during the Give campaign:

- Post the link and your “Why” for supporting IOYS on social media (tag us so we know!)
- Text or call your friends the Give campaign link directly and ask them to support – scripts below!
- Email your friends and networks
- Change your FB profile photo to show support and raise awareness for the campaign
- Customize this graphic and add it to your email signature, so it links to the campaign
- Host an IOYS fundraising party in which you ask your friends to support IOYS!

Perks IOYS is Offering to Campaign Donors

- Give over \$250 and receive a ticket to our Give donor appreciation party in January, during which you will get to make a mark on our space as a sign of your support.
- Give over \$500 and receive one limited edition THE WORK CONTINUES poster and two tickets to our donor appreciation party in January.
- Give over \$1000 and receive the entire 6-poster set of THE WORK CONTINUES, which can be picked up at the donor appreciation party in January.
- Give over \$5000 and receive the poster set and 4 tickets to the donor appreciation party.

Facebook

1. [Customize Your Own Facebook Profile Picture](#)
2. Please like and follow [Inside Out Youth Services](#) on Facebook and like and share IOYS Give! content with your personal testimony to your friends. Scripts are included below to help you write your personal testimony, but please include [this link](#) so folx can donate directly through the Give! Campaign.
3. Facebook cover photo:



Instagram

1. Please follow [Inside Out Youth Services](#) on Instagram and like and share IOYS Give! content on your story with your followers.
2. We also encourage you to do a screen grab of IOYS content and share it with your followers but ask that you tag us @insideoutys, include a personal testimony, and direct folx to our website where they can make a donation via the Give! Campaign. Scripts are included below to help you write your personal testimony, but please include [this link](#) so folx can donate directly through the Give! Campaign.

Hashtags for Instagram

#InsideOutYouthServices #SupportLGBTQIA2Youth

LinkedIn

1. Please like and follow [Inside Out Youth Services](#) on LinkedIn and like and share IOYS Give! content with a personal testimony to your connections. Scripts are included below to help you write your personal testimony, but please include [this link](#) so folx can donate directly through the Give! Campaign.
2. LinkedIn banner:



Social Media Scripts

"🚩 This fundraising season, I'm asking my friends and family to support Inside Out Youth Services. As a [Your role] with Inside Out Youth Services, I care about their services because [Your why]. They're dedicated to providing quality programs and services to LGBTQIA2+ youth in Colorado Springs and surrounding counties. 🏳️‍🌈"

Every donation counts, no matter how small. Your support can make a huge difference in the lives of LGBTQIA2+ youth. Please consider donating today: [Insert Donation Link]

Thank you for helping us make a positive impact on young lives! 💖"

Text

"Hey [Friend's Name]! I'm fundraising for Inside Out Youth Services. As a [Your role] with Inside Out, I care deeply about their services because [Your why]. They provide vital support to LGBTQIA2+ youth in Colorado Springs.

Would you consider making a donation? Even a small amount can help. Please visit [Insert Donation Link] to contribute. Your support means a lot to me and the LGBTQIA2+ youth we serve. Thanks! 🚩"

Phone

"Hi [Friend's Name], I hope you're doing well. I wanted to share something important with you. I'm currently fundraising for Inside Out Youth Services, where I serve as a [Your role]. The reason I'm so passionate about this cause is [Your why]. Inside Out Youth Services provides vital support to LGBTQIA2+ youth in Colorado Springs.

I'd be incredibly grateful if you could consider making a donation. Even a small contribution can make a big difference. You can donate at [Insert Donation Link]. Your support truly matters, and it means a lot to me. Thank you for your consideration!"

Email

Subject: Support LGBTQIA2+ Youth with Inside Out Youth Services

Dear [Recipient's Name],

I hope this message finds you well. I'm reaching out to share something close to my heart. As a [Your role] with Inside Out Youth Services, I've seen firsthand the incredible impact this organization has on LGBTQIA2+ youth in Colorado Springs and the surrounding counties.

I'm currently fundraising for Inside Out Youth Services through the city-wide Give campaign and I wanted to personally ask for your help. IOYS services about 1,000 young people through their community center each year, but they can't do it without our help! I care about this cause because [Your why]. Every donation, no matter the amount, can make a meaningful difference in the lives of these young individuals.

If you can spare a moment, please consider making a donation by visiting [Insert Donation Link]. Your support will not only help Inside Out Youth Services but will also mean a lot to me personally. Thank you for considering this request.

Warm regards,

[Your Name]"

Email Signature Template

You can support IOYS and our mission building access, equity, and power with LGBTQIA2+ young people in the following ways:

- [Donate to IOYS](#)
- Learn about our [sponsorship benefits](#)
- Learn about hosting a fundraiser for IOYS with our [fundraiser toolkit](#)
- Check out our [training menu](#) and [request a training](#)
- [Express interest in volunteering](#) via our website contact form
- [Submit a media request](#) via our website contact form
- [Inquire about programming](#) via our website contact form
- Sign up for our [newsletter](#)
- Follow us on [Facebook](#), [Instagram](#), and [LinkedIn](#)



Build ACCESS, EQUITY, and POWER
with LGBTQIA2+ young people in
our community by donating through
the Give! Campaign.

