

# Pride Live 2020

Pride Ambassador Campaign Plan

peer-to-peer fundraising support for San Diego Pride



For more information, please contact:  
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A large crowd of people is participating in a Pride parade. In the foreground, a large rainbow flag is being held up by several people. A sign is superimposed over the image, reading "TOGETHER WE RISE" in large, bold, black letters, with "SAN DIEGO PRIDE 2020" in smaller letters below it. The background shows a city street with buildings and trees under a clear blue sky.

TOGETHER  
WE  
RISE  
SAN DIEGO PRIDE 2020

## Why are we starting the Pride Ambassador Program?

Large in-person gatherings may be canceled for the foreseeable future, but San Diego Pride will still host our annual celebration of the LGBTQ community and remind the world that the fight for equality and justice is not yet over. We are looking for support to create a virtual version of Pride to bring joy, hope, and unity into the homes of our community and our allies during these challenging times.

San Diego Pride's funding sources have been severely impacted by the declaration of a state of emergency and the COVID-19 pandemic. **We have had to cancel key programmatic fundraisers scheduled including the annual Pride Parade and Festival in July – which represents a substantial financial loss to our organization.**

In response to COVID-19, Pride has expanded programming and services, blending civic engagement and education with volunteer leadership development to help combat social isolation of underserved LGBTQ community members. **Pride programming specifically focuses on connecting LGBTQ youth, seniors, people with disabilities, veterans, Latinx, API and other marginalized communities to social safety nets. The recent rise in racism and anti-LGBTQ violence makes this support vital.**

San Diego Pride has been operating at a financial loss in order to continue our year-round programming. In order to mitigate Pride's financial losses and keep the organization strong we have created the Pride Ambassador Program to provide a fun and engaging way for our entire community to participate in supporting an organization that we all love and care for dearly.

## Your support helps fund 30 year-round programs and events to strengthening the LGBTQ Community!

### EDUCATION



- Monthly Volunteer Trainings
- Youth Lunch Bunch
- Youth Leadership Academy

### ADVOCACY



- Vote with Pride
- Accessibility Team
- LGBT Binational Conference
- Military Department

### ORGANIZING



- LGBT Latinx Coalition
- She Fest
- DevOUT - Interfaith Coalition
- QAPIMEDA Coalition

### PHILANTHROPY



- Community Grants Program
- Free meeting space
- Fiscal sponsorships

## Who can be a Pride Ambassador?

What makes Pride special is that everyone can be involved. That hasn't changed. If we are going to create a meaningful virtual Pride, we're all going to need to pitch in. Individuals, families, business, ERGs, community groups, and elected officials can all lend a helping hand. Because we want to keep things fun, we will provide special prizes, awards, and recognition for top performers in each key category.



### Individuals

Volunteers and every day community members.



### Teams

Pride Programs, Departments, and community groups.



### ERGs

Past Pride sponsors and new supporters.



### Local Business

Businesses of any size can lend a hand to help support Pride.

### Top Individual Prizes:

#### First Place

- 4 VIP Tickets to Pride 2021
- 55" Flat Screen 4K HDTV
- Pride Merchandise Pack

#### Second Place

- 2 VIP Tickets to Pride 2021
- 49" Flat Screen 4K HDTV
- Pride Merchandise Pack

#### Third Place

- 4 GA Tickets to Pride 2021
- Bluetooth Speakers & Headset
- Pride Merchandise Pack

### Top ERG/Company:

#### First Place

- Top 2021 Pride Parade Spot (1-50)
- Carry the Pride Torch in Parade
- 4 VIP Tickets to Pride 2021

#### Second Place

- Top 2021 Pride Parade Spot (1-50)
- Carry the Pride Torch in Parade
- 2 VIP Tickets to Pride 2021

#### Third Place

- Top 2021 Pride Parade Spot (1-50)
- Carry the Pride Torch in Parade
- 4 GA Tickets to Pride 2021

### Top Organization:

#### First Place

- Top 2021 Pride Parade Spot (1-50)
- Carry the Pride Torch in 2021 Parade
- 4 VIP Tickets to Pride 2021

#### Second Place

- Top 2021 Pride Parade Spot (1-50)
- Carry the Pride Torch in 2021 Parade
- 2 VIP Tickets to Pride 2021

#### Third Place

- Top 2021 Pride Parade Spot (1-50)
- Carry the Pride Torch in 2021 Parade
- 4 GA Tickets to Pride 2021

## How do you get started?

We want to make this as easy and as fun as possible, so Pride is here to help you out during the entire process. From trainings to templates, we've got you covered! Everyone is different, and your approach to fundraising may be different. You know your friends, family, and co-workers best. It's our job to give you all the tools and you can pick which ones work for you and tweak our messages so your personality and passion for our community shine through!

### Step 1. Build your page.

You can engage by simply creating a page for yourself to raise money as an individual, joining an existing team, or creating a completely new team. Give OUT Day's system makes it super easy.

#### Create Individual Account & Profile:

Visit [giveoutday.org](http://giveoutday.org), search for a [San Diego Pride](#), and click the "fundraise" button. You will need to sign up for an account on the site, if you have not already. You will receive an email to verify your account. Then, follow these easy steps.

1. Click the pencil "**Page Editor**" icon for the list of items to customize.
2. Click "**Title**" and enter a name for your fundraiser, like "**[Your Name's] fundraiser for San Diego Pride.**"
3. Click "**Image/Video**" to upload featured media, like a photo of you at San Diego Pride. The photo should be at least 770x570.
4. Click "**Goal**" and enter a goal amount. \$100-\$500 is a good place to start. Teams may want to set goals at \$1,000-\$5,000.
5. Click "**Short Story**" and describe your fundraiser in **100 characters**, like "Helping San Diego Pride's year-round education and community programs!"
6. Click "**Duration**" to select the campaign end date as **July 18, 2020 – Pride in San Diego**.
7. Click "**Organizer Info**" to link your social media accounts.
8. Click "**Description**" and explain why supporters should give to your campaign. You'll want to succinctly describe what San Diego Pride means to you, why Pride and our year-round programming is important you to, and why you personally want supporters to make gifts. What impact has the San Diego Pride had on you?

### Create a Team Page:

Helping out as a team is fun and meaningful way to celebrate Pride with the people you love and work with! Families, friends, faith groups, ERGs, really anyone at all can make a team! Here are some quick steps and links to more information should you need additional help. Our Pride family is also just a phone call or email away.

1. Once you have verified your account and logged in, click the plus sign in the upper left-hand corner, click "Start a team," then click "Get Started." Type "San Diego Pride" select, click "continue," then click "Launch Team Manager."
2. Once you have launched Team Manager, it is time to build your Team page. While the process is easy, [this webpage describes exactly how](#). (Note that your Team is a standalone page, not part of an Event.)
3. Once you have built your Team page, click "Settings," scroll down to "Team Status," and publish!
4. You can set up your Team members for success by creating a fundraiser template. [This webpage outlines how to create one](#), as well as other useful info.
5. Now invite your team members to be fundraisers on your Team!

### Need Support Setting up your Page or Team? Let our Ambassador Liaisons Help you!

**Melanie Vloria**, [melaniev@sdpride.org](mailto:melaniev@sdpride.org)  
M-F: 9 am – 5 pm.  
or by Appointment  
Cell: 562.314.9182

**Mark Maddox**, [mark.maddox@sdpride.org](mailto:mark.maddox@sdpride.org)  
Wed: 4-8 pm, Thur: 6-8 pm  
Sat: 12-4 pm  
Cell: 619-314-5722



## Step 2. Build your list.

Depending on if you are raising money as an individual or as part of a team, you have all sorts of resources available to you to start knowing who to reach out to. You know why Pride is important to you and those around you. You also know how best you are able to reach them. Here are some tips to help get you thinking.

- How do I usually communicate with my people?
- What tools do I typically use to invite people to things I care about?
- Do I have a big social media follow? If so on which platforms?
- Whose email addresses do I have that might want to help?
- Which phone numbers of friends and family could I call or text?

## Step 3. Get the word out.

All contributions to your page or team from June 1, 2020, through June 30, **Give OUT Day**, will count toward Leaderboard prizes for San Diego Pride— that is, prizes ranging from \$1,000 to \$10,000 for nonprofit with the highest number of individual donors in their category. While we will be raising funds all the way up to San Diego Pride’s July 18 event, we aim to have as many donations as possible come in during this window.

Start reaching out to your network beginning June 1. Donors to your campaign are most likely to be people who are in your personal network, like your friends, family, and colleagues. You will want to reach out to them early and often to ensure a successful campaign.

### Send an email!

Emails are a quick and easy way to message a bunch of folks at the same time. You can even draft up variations of your emails to send specific messages to different groups of people and their interests.

Remember that if you send bulk emails, it is best to BCC folks so you and everyone don’t get stuck in a “Reply All” storm!

We have provided some templates for you, but keep in mind, your personal story and connection is what is important here.

**Email templates can be found at the end of this document. Just copy, paste, and then fill in the blanks!**

## Phone a friend!

In person asks are the number one best way to ask someone to support. Phone calls provide a human touch and a level of personal connection that people need right now. Emails, social media, and text are great for getting information out quickly and easily. While phone calls take longer, when done with people you know, they will be your most impactful tools.

We have provided a script as a best-practice outline. Use it as a guide, and remember that putting things in your own words and speaking naturally are your best assets. Be authentic. Be yourself! 😊

**Phonebank scripts can be found at the end of this document for print.**

## Text your peeps!

You already text your friends and family all the time, so we don't have to tell you how easy this is! We've provided some easy copy & paste examples here, but feel free to put these messages in your own voice.

Hi friend! For Pride month I'm raising \$ for San Diego Pride & it'd mean a lot to me if you joined me. Engaging in Pride's events has connected me to community, found family, and allowed me to be more out and proud. If you can, donate here: [www.bit.ly/giveoutdaysd](http://www.bit.ly/giveoutdaysd)

Hi friend! For Pride month I'm raising \$ for San Diego Pride & it'd mean a lot to me if you joined me. Volunteering with Pride has connected me to community & has made an impact on me as a leader. If you can, donate here: [www.bit.ly/giveoutdaysd](http://www.bit.ly/giveoutdaysd)

Hi friend! Help me celebrate Pride month by donating to San Diego Pride's events and community programs so we can support LGBTQ folks all year long! My favorite program is [FILL IN] and I'd love it if you'd join me at their next event. If you can, donate here: [www.bit.ly/giveoutdaysd](http://www.bit.ly/giveoutdaysd)

## Let's get social!

We all use social media to connect with our loved ones. You probably have your favorites. Get creative or keep it simple. We've provided some easy to download and copy tools, but again, know that what will resonate the most with people are photos, videos, and messages of you and your loved ones enjoying Pride and our year-round programs. Just be yourself and speak from the heart.

<http://www.sdpride.org/OUTtoolkit>

## Give OUT Day:

Make sure to do a big push on the morning of **June 30, Give OUT Day**. Let your network know that it is a big day for LGBTQ giving all across the country! You can also communicate as you hit important milestones, like when you are halfway to your goal, and as individuals make gifts to your campaign.

- Post your message to social and text your friends.
- Go LIVE on social with updates and your personal story
- Email your peeps
- Set aside 15-30 mins of your day to call and text your friends and family
- Publicly thank people who donate

## Host a viewing party!

Leading up to PRIDE LIVE we will be posting more live events and educational content than ever before.

Ask folks to tune in!

On July 18, 2020, our exciting daylong live event will highlight everything that makes Pride a uniquely special experience - our diverse LGBTQ community and our allies!

We will highlight community leaders, organizations, entertainers, elected officials, businesses, and A-list celebrities. And this year, they'll be right in your living room or mobile device.

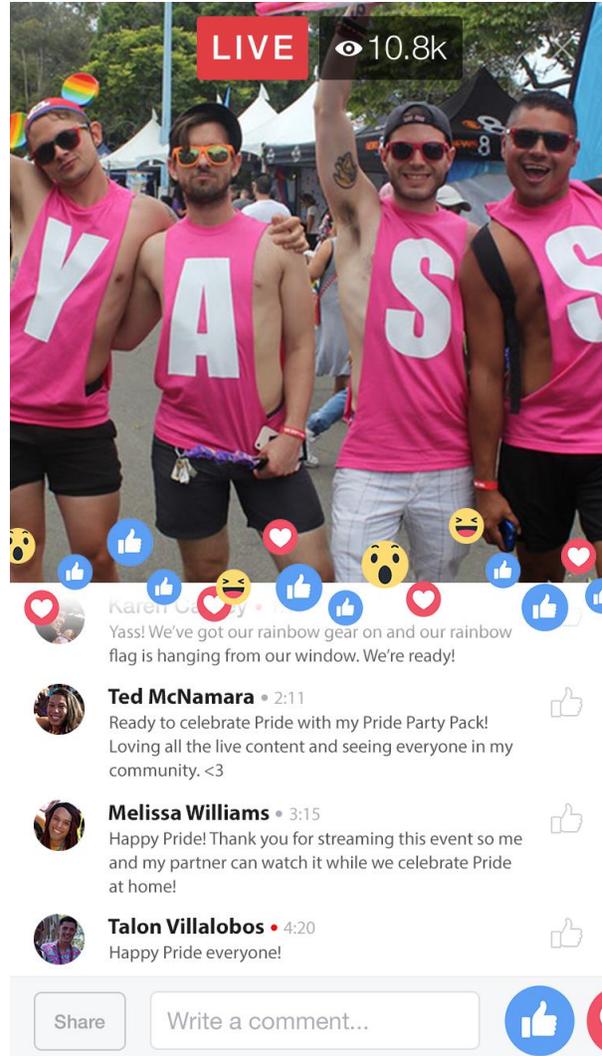
You can find links to share out at [www.sdpride.org/live](http://www.sdpride.org/live).

If you have Facebook, you can click "Start Watch Party" and invite your friends from anywhere in the world to watch with you and comment live!

### Follow us on:

[YouTube](#) | [Facebook](#) | [Twitter](#) | [Instagram](#)

Social Media Handle: @SanDiegoPride



## What is our goal?

As of May 1, 2020, San Diego Pride needed to raise around \$840,000 to operate without a loss this year. The good news is that everyone from our board, staff, volunteers, elected officials, nonprofits, and businesses big and small are chipping in to help! We have already raised over \$130,000 and that number keeps growing!

We are going to work towards big goals on a few special dates. **Give OUT Day 2020** is on June 30, 2020. It is a national call to action to help raise funds for LGBTQ-serving nonprofits like San Diego Pride. We are going to do our best to raise as much as possible between now and then so we can stay on the leader board, and hopefully qualify for matching funds through the Give OUT Day program.

The next big goal is Pride weekend. During **Pride Live 2020** on July 18, we will be giving live regular updates about where we stand on fundraising telethon style! Pride Live 2020 will be a fun day of highlighting what makes our community special as we take our tour throughout Hillcrest, share stories from past, and bring in some incredible talent.

Whatever we are able to raise together between now and then will be a success, and help us know how much further we have to go before the end of the year. We are just honored to have you all a part of this new and exciting project!

# THANK YOU!



## Email Templates:

### Invitation to Friends to Donate:

**Subject line:** Help me support San Diego Pride for Give OUT Day 2020!

Hi [\_\_\_\_\_]! I have exciting news: This Pride Month, I'm raising money for San Diego Pride as part of their Give OUT Day campaign! Many folks don't know that San Diego Pride uses funds from their annual celebration to fund free programs and services throughout the year for our local LGBTQ community.

My personal favorite program is \_\_\_\_\_, because \_\_\_\_\_! They've been hit hard during the pandemic, and it would mean a lot to me if you made a donation, because it means that the important work they do throughout the year will be able to continue. Currently, all their programs have transitioned to virtual so that they can continue to be there for our community.

San Diego Pride is trying to raise \$50,000 to fund their continuing virtual programs like She Fest, QAPIMEDA Coalition, LATINX Coalition, Youth Power Hours and Youth Academy, the MeTooLGBTQ Conference - not to mention the various LIVE broadcasts they have been doing to keep our community updated and connected!

Your gift of \$25 would bring me closer to my goal and would make a big difference! Thank you for giving during this challenging time: <https://www.giveoutday.org/organization/sdpride>

### Invitation to Friends to Join your Team:

**Subject line:** Join my Pride Ambassador Team today!

Hi [\_\_\_\_\_]! I have exciting news: This Pride Month, I'm raising money for San Diego Pride as part of their Give OUT Day campaign by forming a team for [group or business name]! Many folks don't know that San Diego Pride uses funds from their annual celebration to fund free programs and services throughout the year for our local LGBTQ community. Now that the in-person event is not possible, those programs are in danger.

My personal favorite program is \_\_\_\_\_, because \_\_\_\_\_! They've been hit hard during the pandemic, and it would mean a lot to me if you joined my team, because it means that we can raise funds together so that the important work they do throughout the year will be able to continue. Currently, all their programs have transitioned to virtual so that they can continue to be there for our community.

San Diego Pride is trying to raise \$50,000 to fund their continuing virtual programs like She Fest, QAPIMEDA Coalition, LATINX Coalition, Youth Power Hours and Youth Academy, the MeTooLGBTQ Conference - not to mention the various LIVE broadcasts they have been doing to keep our community updated and connected!

By signing up to join my team, you can help us reach that goal and would make a big difference to our local LGBTQ community members! Thank you for giving during this challenging time: [Team Link or General Pride: <https://www.giveoutday.org/organization/sdpride> ]

## 2nd Email - Progress to Goal Update!

Subject line: Today is Give OUT Day! Last chance to help me support San Diego Pride!

Hi [\_\_\_\_\_]! Today is the big day – it's Give OUT Day, the only national day of giving for the LGBTQ community! I'm raising money for San Diego Pride, and I have already raised \_\_\_\_\_. I hope you'll support my campaign to help me reach my goal of \_\_\_\_\_.

San Diego Pride is trying to raise \$50,000 to fund their continuing virtual programs like She Fest, QAPIMEDA Coalition, LATINX Coalition, Youth Power Hours and Youth Academy, the MeTooLGBTQ Conference - not to mention the various LIVE broadcasts they have been doing to keep our community updated and connected! It would mean a lot to me if you made a donation, because I myself have benefitted from their \_\_\_\_\_ programming. Plus, if San Diego Pride gets the most donors in their category, they earn additional prize money, which would mean so much during this challenging time.

Thank you for giving before midnight tonight! You can contribute here: [Team Link or General Pride: <https://www.giveoutday.org/organization/sdpride> ]

## TIPS TO RAISE \$1,000 IN 10 EASY STEPS:

1. Start by donating \$50 to yourself
2. Ask 2 family members to sponsor you for \$50 each
3. Ask 5 buddies and 5 Facebook friends to each contribute \$20
4. Ask 5 co-workers to each contribute \$20
5. Ask 5 neighbors each for \$20
6. Ask 10 people from your place of worship or other association to each donate \$10
7. Ask your manager for a donation of \$50 from your company or, find out if they will match what you raise and ask for the paperwork
8. Ask 5 businesses your company works with to sponsor you for \$40
9. Ask 4 businesses you frequent to donate \$25
10. OR, you can simply ask 50 of your Facebook friends to donate \$20 each!



# San Diego LGBT Pride

Lead Pride Ambassador: Phonebank Script

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**Greeting:** Hello, [name of contact]? [*Listen and respond*] My name is \_\_\_\_\_.  
I'm a volunteer with San Diego Pride. [*Listen and respond*]

**Purpose:** I'm calling today because while in-person gatherings may be canceled, that is not stopping San Diego Pride from safely continuing our year-round education and community programming, or virtually hosting our annual celebration to remind the world that the fight for equality and justice is not over. **Is now an ok time to chat?** [*Listen and respond*]

**Problem:** As you know, COVID-19 has devastated lives and severely affected the economy, including fundraising for vital nonprofits, especially those serving the LGBTQ and marginalized communities, like San Diego Pride.

**Engage:** With the pandemic canceling Pride's single biggest fundraiser, we are operating at a deficit in order to continue providing programming and safe space support for our community.

**Do you enjoy Pride's events and programs?** [*Listen and respond*] (*Great!*)

**Solution:** As our programs continue on, we are also producing Pride Live 2020 on Saturday, July 18, to support Pride's year-round education and advocacy efforts. Pride Live 2020 will incorporate pre-recorded and live segments that are informative, inspirational, and of course, fun and entertaining! Just like everyone comes out to Pride we're asking everyone to join us!

- **Can we count on your support?** (*Great!*)

**Ambassador:** We have started a brand new Pride Ambassador program to help fund our year-round education and advocacy work. You can engage in that program as an individual or as part of a team to raise funds for Pride to ensure, our community programs continue during this challenging time. We will also have prizes and awards for our top individuals and team!

**Is that something we can count on you to be a part of?** [*Listen and respond*]

- **IF YES:** Wonderful! Thank you so much! Here is what that entails. [*Provide details*]
- **IF NO or UNDECIDED:** No worries as all! [*Move to next section*]

**Donate:** Every year, Pride counts on Festival ticket and beverage sales to fund our year-round programs. Without that event, we still need to raise these much-needed funds, so we can continue supporting our community. **Would you be willing to become a monthly supporter of those programs at just \$25 a month?** *[Listen and respond]*

- **IF YES:** Wonderful! I can help you with that over the phone if you like or you can head to [sdpride.org/donate](http://sdpride.org/donate). **What is easiest for you?** *[Listen and respond]*
- **IF NO or UNDECIDED:** I totally understand. *[Move to next section]*

**Watch Party:** I really appreciate your time, and there is one last way that we have for folks to engage with Pride Live 2020. Host a virtual Watch Party! Leading up to Pride and of course on July 18, we will be streaming live content, and we are asking every business, home, and family to tune in that day and host their own mini Pride Party. We provide all the streaming content and the links can all be found at [sdpride.org/live](http://sdpride.org/live).

**Can you host a Pride Watch Party?** *[Listen and respond]*

- **IF YES:** Wonderful! Thank you so much! As we get closer to Pride, we will be sending out additional emails with tips and information about how to host and how to watch!

**IF NO or UNDECIDED for all of the above:** I totally understand. There is a lot happening right now. You and you loved ones take priority. If you would like to participate in any of the programs all of the information can be found on our website at [www.sdpride.org/programs](http://www.sdpride.org/programs).

**Thank you:** I truly appreciate the time you spent talking with me today. While times are tough, we know we are going to get through this today, and your Pride Family will always be here to help. We miss connecting with you in person, and look forward to when we can all be together again in the future. Thank you so much and have a wonderful day! 😊

**VOICEMAIL:**

Hi there! My name is \_\_\_\_\_, and I am a volunteer with San Diego Pride, calling to talk to you about the upcoming 2020 Pride Live – San Diego Pride’s virtual 2020 Pride celebration on July 18, 2020. I am sorry I missed you and will give you a call in the next couple of days. Thank you.



# San Diego LGBT Pride

Pride Ambassador: Friends & Family Phonebank Script

**Greeting:** Hello, [name of friend/family member]? *[Listen and respond]*  
I'm volunteering for an organization I care a lot about, San Diego Pride. *[Listen and respond]*

**Purpose:** I'm calling today because while in-person gatherings may be canceled, that is not stopping San Diego Pride from safely continuing their year-round education and community programming, or virtually hosting Pride's annual celebration to remind the world that the fight for equality and justice is not over. **Is now an ok time to chat?** *[Listen and respond]*

**Problem:** With the pandemic canceling Pride's single biggest fundraiser, Pride is operating at a deficit in order to continue providing programming and safe space support for our community.

**Personal Story:** *[Speak from the heart about your own personal experiences with Pride the event and/or our year-round programs. These are your friends and family, so just have a natural conversation with them. Examples are provided on the next page.]*

**Write your own personal story here:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Support:** That is why Pride is so important to me and why I'm helping them raise much needed funds this year. **Would you be willing to help support me and Pride by making donation today of [\$25.00 | Use a donation amount the feels right to you and who you are asking.]?**  
*[Listen and respond] (Great!)*

- **IF YES:** Wonderful! I can email or text you the link.
  - **What is easiest for you?** *[Listen and respond]*
- **IF NO or UNDECIDED:** I totally understand. There is a lot happening right now. You and you loved ones take priority. If you would like to participate in any of the programs all of the information can be found on Pride's website at [www.sdpride.org/programs](http://www.sdpride.org/programs).

**Thank you:** I truly appreciate the time you spent talking with me today. While times are tough, we know we are going to get through this today, and your Pride Family will always be here to help. We miss connecting with you in person, and look forward to when we can all be together again in the future. Thank you so much and have a wonderful day! 😊

**VOICEMAIL:**

Hi there! I am volunteering with an organization I love, San Diego Pride, trying to raise funds for their year-round education and community programs. I was hoping you could help me out and I'm happy to talk more about why Pride is important to me if you have some time.

Thank you. Talk soon!

**Personal Story Examples:**

- *Pride is the first place I found family and people who love me for who I really am. I'm more free and more myself because of that day.*
- *Going to Pride with my mom gave me the courage to come out to her. It started us on a path to healing our relationship.*
- *Pride's Youth Leadership Academy gave me the skills and confidence I needed to start a GSA at my school. It's helped me personally, and we've been able to help so many more LGBTQ+ youth feel safe.*
- *Because my company supports Pride, I went and came out to my boss. I never thought I could come out at work, and it's such a great feeling to now feel supported every day.*
- *Pride's youth programs helped me be comfortable in my own skin while connecting me to community resources. Their Trans Student Scholarship Fund helped me get the education I needed. I don't where I'd be today without San Diego Pride.*
- *I met the love of my life at Pride. We shared our first kiss at the Parade, and we've been together for 27 years. I hope that every generation of our community gets to experience that feeling.*
- *As LGBTQ women's spaces disappear all over the country, San Diego Pride's investment in women-centered programs reminded me how strong we can be when we work together.*
- *I participate in San Diego Pride nonpartisan Get OUT the Vote efforts every election cycle. I know the system works better for the LGBTQ community when the LGBTQ community shows up to the polls. It's rewarding to be a part of that work in service to our community.*
- *In the 9 years I've volunteered with San Diego Pride, they invested in me. I developed project management, communication, public speaking, and other skills that helped me better serve my community, and prepared me for my promotions at work.*
- *Pride's strong anti-racist stances and POC programs showed me that I found an organization and community of people where I belonged, and could fully be myself.*