

Pride Live 2021

Pride Ambassador Campaign Plan

peer-to-peer fundraising support for San Diego Pride



For more information, please contact:

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Why do we have a Pride Ambassador Program?

San Diego Pride will still host our annual celebration of the LGBTQ community and remind the world the fight for equality and justice is not yet over. We are looking for support to create a virtual and in-person, limited capacity version of Pride to bring joy, hope, and unity into the homes of our community and our allies.

San Diego Pride's funding sources have been severely impacted by the COVID-19 pandemic and the declaration of a state of emergency.

When the pandemic hit in March 2020, San Diego Pride took all our programs virtual and provided them for free to the community. In fact, in addition to our regularly scheduled programming, we have produced over 64 hours of live stream to teach and entertain our community, many of which center the voices of QTBIPOC community members, including artists, government officials, entertainers, and business community members

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 strengthen 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

How do you get started?

We want to make this as easy and fun as possible, so Pride is here to help you out during the entire process. Everyone is different, and your approach to fundraising may be different. You know your friends, family, and co-workers best – we're just here to give you the tools to engage them!

Step 1. Build your page.

Create a page for yourself to raise money as an individual, joining an existing team, or creating a completely new team. **Assistance is available by emailing: melaniev@sdpride.org**

Create Individual Account & Profile:

Visit 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.
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 20, 2021 – 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: 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. **Assistance is available by emailing: melaniev@sdpride.org**

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!

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 friends, family and networks?
- What tools do I typically use to invite people to things I care about?
- Do I have a big social media following? 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 through June 30, 2021 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 17 event, we aim to have as many donations as possible come in before June 30.

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.

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 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.

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

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

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

Let's get social!

We all use social media to connect with our loved ones. You probably have your favorites. Be creative! 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>

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!

Space to list other events: She Fest, Light Up, Stonewall

On July 17, 2021, our exciting virtual event will highlight everything that makes Pride a uniquely special experience - our diverse LGBTQ community and our allies!

You can find links to share out at 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?

San Diego Pride is looking 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 \$597,000 and that number keeps growing!

For this year's Pride Ambassador Campaign, we would love to raise \$50,000 to help us get to our end goal. To help our Pride Ambassadors along, we'll be utilizing **Give OUT Day** on June 30, 2021. 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 from the Horizon Foundation.

The next big push will be on Pride weekend. During **Pride Live 2021** on July 17, we will be phone banking and pushing out messaging via social media!

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 be a part of keeping Pride's programs free and accessible to our LGBTQ community!

THANK YOU!

