HOW TO FUNDRAISE FOR RAINBOWYOUTH

For schools

TIPS AND FACTS TO HELP
YOUR FUNDRAISER

RainbowYOUTH

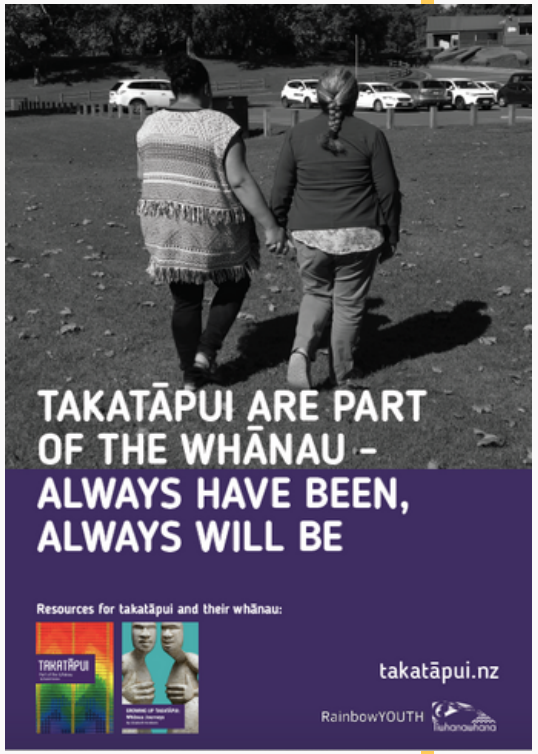
TIPS

1. Set up your fundraiser around a certain day that people celebrate, or a specific date that's special to the LGBTIQ community. Here are some ideas:

- Pink Shirt Day - May
- Wear It Purple Day - August
- Trans Week of Awareness - November
- Youth Week - May
- Pride Week - February
- International Day Against Homophobia, Biphobia & Transpobhia (IDAHOBT) - May

2 Put up some posters around your workplace to show your support. Posters are a great way to pass on a message and let people know where you stand with the LGBTQI+ community!

If you'd like us to send you a poster, just e-mail info@ry.org.nz.



3 Get your message into people's inboxes. You can work with your school administrator to get an e-mail sent out to everyone you want involved in the fundraiser.

Organise to get the message out in your school assembly, form class, or a school-wide e-mail to students!

4

Share the news on social media! Feel free to use any RainbowYOUTH photos from our Facebook, Twitter & Instagram to let your peers, family and co-workers know what you're doing. Here's a couple of examples of social media posts:

1. I'm selling rainbow ribbons for $1 to help fundraise for RainbowYOUTH, and help queer, gender-diverse and intersex young people in New Zealand.

2. Come down and buy a rainbow ribbon and help RainbowYOUTH make Aotearoa a beautiful place for queer, gender-diverse & intersex young people!

5 Set an amount target. If you set a goal, it will heighten how important individual donations are, and how important people feel when they help get you closer to the goal!

6 Communicate the importance of what you are doing. Practice telling your friends & whānau why fundraising for RainbowYOUTH is important to you. If people see how passionate you are, it makes it more likely that they'll want to help you.

7 Know your facts! Here's a list of facts that will help you communicate why donating to RainbowYOUTH is important.

- Findings from the Youth '07 and Youth '12 surveys completed by the University of Auckland reveal:
- 20% of students attracted to the same sex or both sexes reported making a suicide attempt within the previous year – 5 times higher than the proportion of students attracted to the opposite sex.
- Students attracted to the same sex or both sexes had a more difficult time at school – they were three times as likely to be bullied every week at school compared to students attracted to the opposite sex.
- Approximately 40% of transgender students had significant depressive symptoms and nearly half had self-harmed in the previous 12 months.
- Nearly one in five transgender students had experienced bullying at school on a weekly (or more frequent) basis – this was nearly 5 times higher than the proportion of students who were non-transgender.

Put simply: Queer and gender diverse young people are over-represented in negative health and wellbeing statistics such as depression, self-harm, suicide, addiction and homelessness.

AFTER YOUR FUNDRAISER...

You can send back any leftover ribbons to:

RainbowYOUTH
Level 1, 11 Edinburgh Street
Auckland CBD 1010

Any money raised can be direct debited to:

Rainbow Youth Inc.
12-3041-0363637-00
Reference: Fundraising (+ your Company Name)
Bank: ASB

THANK YOU FOR YOUR SUPPORT !

YOUR EFFORTS WILL GO A LONG WAY TOWARDS HELPING QUEER, GENDER-DIVERSE & INTERSEX YOUNG PEOPLE IN AOTEAROA