



2022 GiveOUT Day Aotearoa New Zealand Handbook

All the basics you need to know to make GiveOUT Day a success

Thursday 20th October
Support LGBTTQIA+ Communities

www.giveout.org.nz

Twitter: @GiveOUTDayNZ

Organised and supported by



Rainbow New Zealand
Charitable Trust

What is in this handbook?

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This handbook is designed to provide you with the basics you need to know to participate in GiveOUT Day.

Taking on the tips and using the tools that follow will be a vital part of raising as much funding as possible for your fabulous LGBTTQIA+ project this GiveOUT Day.

This is one of several resources that GiveOUT offers Participants in the lead up to and on GiveOUTDay. We are here to support you, so make the most of them.

Any questions do not hesitate to contact us via this email: grant.rnzct@gmail.com

1. An overview of GiveOUT Day

>> What is GiveOUT Day?

GiveOUT Day is a National Day of Awareness raising and giving to LGBTTTQIA+ (lesbian, gay, bisexual, transgender, takatāpui, queer, intersex and asexual people, plus further identities) projects, community groups, and not-for-profit organisations.

GiveOUT Day provides LGBTTTQIA+ organisations with the opportunity to build awareness of their causes, raise funds for vital services and expand their networks. Donations to LGBTTTQIA+ organisations on GiveOUT Day are doubled by GiveOUT and our partners.

This is the first year, that Rainbow New Zealand Charitable Trust (RNZCT) is running GiveOUT Day.

The Rainbow New Zealand Charitable Trust has a long history of giving back to the LGBTTTQIA+ community. Since its founding in 1999, RNZCT has donated over \$500,000 to fund a broad range of LGBTTTQIA+ organisations, services, events, projects, and initiatives.

www.rainbownzcharitabletrust.org.nz

The principal objective of the Trust is to actively fundraise and attract sponsorships, donations, and bequests in order to maintain a fund available to build strength through diversity within the LGBTTTQIA+ community in New Zealand.

GiveOUT Day will be held on Thursday 20 October, with a launch event the evening before on Wednesday 19 October.

>> What does GiveOUT Day look like?

Donations raised by LGBTTTQIA+ organisations on GiveOUT Day are doubled by our sponsors and supporters.

One of the key concepts behind GiveOUT Day is donation matching. GiveOUT Day corporate Sponsor funds 'matches' every individual, public and community donation made to LGBTTTQIA+ organisations, dollar for dollar, on GiveOUT Day until the matching funds are allocated. This simple measure encourages more people to donate and to donate early as they see their donation - and the size of their impact - doubled.

The Trust is actively seeking corporate supporters and sponsors to provide this matching funding. Donations received will be matched up to the total of the pool of net match funding received based on the earliest donations being matched first.

Our website will display a LIVE fundraising tally, where all viewers will be able to see the support, your organisation has received from individual donors.

>> What GiveOUT Day has achieved so far overseas

Established in 2016, GiveOUT Day in Australia has distributed over \$1 million to over 100 LGBTTTQIA+ organisations and community projects. In the three years since GiveOUT Day was in Australia, it has seen more than 90 LGBTTTQIA+ organisations and community groups raise more than \$545,000 for their amazing work.

This is the first year that Rainbow New Zealand Charitable Trust is running GiveOUT Day in Aotearoa New Zealand. We are keen to see the success that our Australian friends have created for LGBTTTQIA+ organisations is replicated in Aotearoa New Zealand.

>> How it works

GiveOUT Day is a collaboration between GiveOUT and all participating organisations. An example of how it works below.

| GiveOUT Day | Participating Organisations |
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| <ul style="list-style-type: none"> • Provide matched funding • Centralised comms and messaging • Manage fundraising platform (GiveOUT NZ) and provide tech support • Create assets and resources including templates for participating organisations to use • Run a fundraising workshop/briefing • Engage with ambassadors and partners | <ul style="list-style-type: none"> • Complete a profile • Promote as much as you can to your networks through socials, emails, volunteers, partners, etc. • Host an event {GiveOUT can support you if you choose to run an event} • Engage supporters to become your Champions <p>These are all entirely optional, but organisations find that they 'get what they put in'.</p> |

>> Where does the money go?

One of the key concepts behind GiveOUT Day is donation matching.

GiveOUT has a goal to match as many public and community donations made to LGBTTTQIA+ organisations, dollar for dollar on GiveOUT Day. This simple measure encourages more people to donate as they see their donation doubled.

Funds raised early are then doubled by GiveOUT Day Corporate Sponsors/Supporters on GiveOUT Day. This matching funding helps organisations to raise more on GiveOUT Day and enables you to leverage double the impact for each dollar donated to you.

Donations go to organisations working directly on LGBTTTQIA+ issues such as essential services, community events, projects, and advocacy for Rainbow people. The funds raised by each participating organisation will go back to that organisation.

As the organiser of GiveOUT Day NZ, the Rainbow New Zealand Charitable Trust will retain only 10% of donations to help us cover bank fees and other costs related to running GiveOUT Day, and to continue to build our Grants and Scholarship Programmes.

2. Setting up for success

Top tips for a successful GiveOUT Day:

1. Create a compelling ask and profile page. What you say here will be your main “pitch” to donors and needs to focus on what your organisation is all about. An appealing main image is important, and you can put more images on the profile page that potential donors will see when they click on your organisation thumbnail logo or photo on the main GiveOUT Day page.
2. Set a challenging but realistic fundraising goal (you can always increase your goal if you hit it).
3. Utilise the Champions fundraising stream and ask your closest supporters to fundraise for your cause with their friends, associates, businesses via social media, email etc. to greatly grow the number of people who are aware of GiveOUT Day and will then support you.
4. Reach out to your members, networks, volunteers, supporters, and friends with the right funding ask - early and often.
5. Stay connected with GiveOUT, and others participating in GiveOUT Day to share tips, challenges, and successes.
6. Run an event on the day or in the lead up to raise awareness and build excitement.
7. Ultimately, what your GiveOUT Day looks like is up to you - you will get out what you put in.
8. Support and promote the Trust’s social media posts to increase awareness of GiveOUT Day and your organisation’s involvement - pages
<https://nz.linkedin.com/company/rainbownzcharitabletrust>
<https://www.facebook.com/RainbowNZCharitableTrust/>

3. A few key elements in more detail

>> Donations and matched donations

The donations portal on the website will open on the eve of Wednesday 19 October. You will receive an email when it opens. You will be able to start receiving donations as soon as it opens which is expected to be around 7PM.

GiveOUT Day is designed to stimulate giving to the LGBTTQIA+ sector and to increase your capacity as an organisation - that is why we offer matched funding to organisations who take part.

After GiveOUT Day, we will deposit the donations your organisation has received (less 10%) plus the matched funding you have qualified for into your bank account.

>> Champions

We recommend you engage with at least 2-3 your closest supporters to become Champions of your organisation for GiveOUT Day 2022. There is no limit to how many people you can engage with as a Champion.

Your Champions create a profile on the GiveOUT Day website and set their own fundraising goal. Your Champions' profile will be linked to your organisation profile. Donations gathered by your Champions will be reflected in your organisation total.

By having their own profile on the website, Champions can tap into their own networks who would not otherwise fund your organisation. Organisations with 1+ Champions are more successful in attracting donations during GiveOUT Day.

Who can be a GiveOUT Champion? Anyone can be a GiveOUT Champion! It is a really tangible way to involve your closest supporters in GiveOUT Day including Board members, Volunteers, Supporters, Staff, friends, and family.

>> Events

One way to increase funding to your organisation is to host an event. Events are a fantastic way to increase your profile, raise awareness of your cause, strengthen your relationships, and grow your network.

Examples of events:

- Movie Night
- Dance Party - contact your local queer club/bar and chat to them about holding an event - they might even donate profits to your cause!
- Trivia night
- Bake Off
- Auction

- Launch/Celebration party close to or ideally aligned with the RNZCT GiveOUT Day Launch in Auckland.

GiveOUT would love to support you to host your own event in the lead up or on GiveOUT Day, so get in touch if you are interested. This support will be dependent on your needs but may include guidance on how to produce and promote an event or connecting you with local artists and venues.

If you do decide to run an event, make sure you are keeping COVID safe, and follow the most up to date Government health information and guidelines.

>> Spreading the word

One of the biggest aspects of GiveOUT Day is talking to your community about your organisation and your 2022 GiveOUT Day project or cause!

Some ideas on who to talk to:

- People who have signed up to your mailing list
- People who follow you on socials
- Volunteers
- Past donors
- Board members
- Partners

Some ideas on how to reach them:

- Social media
- Email to your database
- Directly emailing supporters
- Texting or calling
- Newsletters
- Face to face - at events, trainings, regular meetings

We will provide templates, social media tips and graphics for GiveOUT Day that you can use or edit as you like.

4. Next steps:

- **Confirm with Rainbow New Zealand Charitable Trust that you are keen to participant in this year's GiveOUT Day Aotearoa New Zealand by August 31 latest.**
- Provide a brief statement from you/ or your organisation on what the funding will mean for your organisation, how it will assist and anything else that you would like to add, that we could put in a social media post and on the website. Photos, links to organisation's website and any social media accounts will be required. If you would like a template, please let us know.
- Check out the GiveOUT Day templates, graphics, content and make your first post/email to let your database and social networks know you are participating in GiveOUT Day.
- Engage with a few of your closest supporters to become your Champions this GiveOUT Day.
- Start planning your event (if you are doing one).
- From September - reach out to your members, networks, volunteers, supporters, and friends to promote GiveOUT Day and ensure they are signed up to donate!

>> GiveOUT Day kick-off briefing!

- To begin GiveOUT Day, we will hold a kick-off briefing for LGBTIQ+ organisations. This will be the perfect time to come together and discuss what is required and involved for participating organisations.
- It is highly recommended to attend a kick-off briefing!
- This will take place in September. Date, time, and more details to come.
- We will hold a second follow-up briefing session prior to the launch date, in October, to ensure organisations can get the most out of the GiveOUT Day with all the **extra important information** for the day.

5. Frequently Asked Questions

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| <p>When is GiveOUT Day in 2022?</p> | <p>GiveOUT Day 2020 is being held on Thursday 20 October 2022. We encourage you to run a longer campaign in the lead-up to GiveOUT Day and recommend you start asking for donations before launching a larger fundraising campaign on GiveOUT Day - organisations that start early have a higher likelihood of hitting their goal.</p> <p>GiveOUT is an online peer-to-peer giving platform that has been highly successful in Australia, the USA and UK for some years.</p> |
| <p>Why were the Thursday 20 October date chosen?</p> | <p>We have now confirmed that GiveOUT Day will be held Thursday 20 October with the Launch Event being the night before on Wednesday Oct 19.</p> <p>The decision was made to align with the same day as GiveOUT is being held in Australia and to maximise the cross promotional opportunities that will give us. The date will also give us more time to provide advance support to the participating organisations.</p> |
| <p>Who is eligible?</p> | <p>To be eligible, your LGBTTQIA+ organisation must be a registered charity or an incorporated society. If you do not meet this criterion, please contact us.</p> |
| <p>How long will the website and fundraising page be open for?</p> | <p>GiveOUT Day will begin on Wednesday 19 October, at the launch event and remain open till midnight Sunday 23 October.</p> <p>Thursday Oct 20 is the main date as this is when most of the matching funding will likely be allocated but, since this is the first year for NZ, we are keeping the GiveOUT Day site open till the end of the weekend to maximize possible donations.</p> |
| <p>Which donations are matched?</p> | <p>Donations made to participating organisations through the GiveOUT Day platform will be matched dollar for dollar by GiveOUT.</p> <p>Matching funding will be in the pool, and there will be a cap on matching funding in the sense that once it hits the total pool of available matching funding cap then it will only be donations to your organisation that you will receive.</p> <p>It is important for participating organisations to start raising funds/donations and get funds coming in as early on as possible to get the matching funding. When GiveOUT Day goes live, organisations should promote to their networks and contacts to get the event promoted and donations coming in.</p> |

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| <p>Does the Trust deal with getting on board the sponsors?</p> | <p>Yes. The Trust is actively seeking corporate supporters and sponsors to provide match funding. The Trust is already having discussions with potential sponsors. If you know of anyone who would consider being a Sponsor, please let us know as soon as possible so we can send them the Sponsor Proposal.</p> |
| <p>Are there any actual paid campaigns being put together to promote GiveOUT Day from the Trust?</p> | <p>Yes. The Trust is working on paid campaigns through social media and editorials in print and online media outlets.</p> |
| <p>Will there be a marketing pack or a template for the participating organisations?</p> | <p>Yes. There will be a marketing pack with templates, graphics and content to assist participating organisations. These will be available once ready.</p> |
| <p>Why is GiveOUT Day unique?</p> | <p>GiveOUT Day is a national awareness campaign and day of giving for us, the Rainbow Community, only. Your organisation gains access to coverage, networks, and funds otherwise unavailable. We profile each organisation in the lead-up to GiveOUT Day - increasing your brand reach.</p> <p>We offer an extra new fundraising opportunity- GiveOUT Day is designed to stimulate giving to the LGBTTTQIA+ sector and to increase your capacity as an organisation - that is why we offer matched funding to organisations who take part.</p> |
| <p>I am an individual artist; can I take part?</p> | <p>We welcome applications from individual artists, but this must be via a registered charity or incorporated society, provided their application meets the terms and conditions and exists to directly celebrate or benefit LGBTTTQIA+ communities in New Zealand.</p> |
| <p>Who can take part in GiveOUT Day 2022?</p> | <p>As a participating organisation: GiveOUT Day is open to any projects or community groups directly benefiting or celebrating LGBTTTQIA+ communities in Aotearoa New Zealand. The organisation must be either a registered charity or an incorporated society.</p> <p>As a GiveOUT Champion: GiveOUT Day is open to any individual who wants to raise awareness and funds for an LGBTTTQIA+ organisation or GiveOUT Day more broadly.</p> |
| <p>Can I organize my own matched funding?</p> | <p>You're welcome to organize further matched funding for your campaign and to promote this on your donation page. Adding match funding from your donors can also be a way to further incentivise your GiveOUT Champions. If you would like to do this, get in touch so we can reflect this on your progress bar and receipts to donors.</p> |

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| <p>How does the sponsorship and matching funding work?</p> | <p>The Sponsorships are for funding to the Trust and to provide Matching Funding to create a pool of \$\$\$ that will match each individual donation to their chosen organisation(s) until that pool runs out. The GiveOUT platform tracks all this and will inform the Trust when this has reached the limit.</p> <p>Experience overseas has shown that matching funds encourage individuals to go online to the platform, to see who they want to donate early (or to donate even more) and that overall revenues are greatly increased with this kind of incentive.</p> |
| <p>Do I have to pay anything to take part?</p> | <p>Participation is free.</p> |
| <p>How are the donations processed?</p> | <p>All donations through the GiveOUT Day platform are processed the GiveOUT Day platform. 10% of donations received will be retained by the Trust for transaction fees charged per donation (donors can elect to cover this when they make a donation), to cover our costs for running the event and to continue building our general funds</p> <p>Once the fees are deducted, all remaining funds with matched funding allocated is distributed to the respective organisation.</p> |
| <p>Why is there a 10% fee taken from donations by RNZCT?</p> | <p>RNZCT holding 10% for the fees from all donations to cover our costs and to continue to build our general funds for RNZCT's Grants and Scholarship programmes.</p> <p>This will also assist and support the many organisations and activities who are not participating in GiveOUT Day itself. All the funds will be transferred to RNZCT account and then distributed back to the organisation.</p> |
| <p>Is there a partner joint spend or a spend for participating organisations?</p> | <p>RNZCT will not cover for partner joint spend or deficit. RNZCT will be campaigning, and participating organisations can share announcements & press releases.</p> <p>We will not cover individual organisations marketing – the respective organisations need to do that. It is up to the individual organisations if they wish to put aside any funds to cover any marketing or event costs.</p> |
| <p>Is the Trust bringing on a marketing expert to help with the year one marketing?</p> | <p>Yes. Obviously, there will be a lot of publicity and comms to the community through LGBTQ+ news and social media channels.</p> <p>Each participating organisation will be asked to spread the word to their memberships/supporters through their own comms capabilities.</p> <p>In addition, we will be asking our key Sponsors and as many Rainbow Tick and Pride Pledge companies as possible to engage with their Rainbow staff as a way to</p> |

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| | <p>build the awareness and giving for the GiveOUT campaign.</p> |
| <p>How have you approached organisations this year for the event?</p> | <p>This year, the Trust has sent an invitation to 25 LGBTTQIA+ organisations across Aotearoa New Zealand to take part of GiveOUT Day 2022. An opportunity to raising the profiles of the participating organisations and getting funding directly from the community.</p> |
| <p>Will this platform replace the traditional funding that organisations apply for? i.e., the Community Grant Applications.</p> | <p>No – the community grant applications and scholarships will continue and be available. The Trust are holding back 10% from direct donations and proceeds from the auction will go to the Grant funds to continue to provide the scholarships and grant funding.</p> <p>This will also assist and support the many organisations and activities who are not participating in GiveOUT Day itself.</p> |
| <p>Where can I find information on how it has worked overseas?</p> | <p>You are welcome to look at the GiveOUT Day website in Australia and the United States. The event has been running for a number of years in both countries. There is a lot of information on the Australian website that may help build your understanding of the event and what is required.</p> <p>https://www.giveout.org.au/</p> |

6. Contact us

If you have questions about these or anything else on GiveOUT Day, you can reach out to us any time by emailing grant.rnzct@gmail.com

Registration to participate closes August 31.

We hope you can join us in growing the pot of gold under the rainbow.

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