

# SOLIDARITY in PRIDE

FUNDRAISING TOOLKIT



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# INTRODUCTION

**Thank you so much for your interest in hosting a fundraiser for Rainbow Railroad!**

As an LGBTQI+ organization that was founded by a group of volunteers, we are deeply grateful for the ongoing community connections that power our work. Whether you are a member of the LGBTQI+ community or an ally, you can be a part of Rainbow Railroad's vital work.

Every dollar raised supports our mission - helping more LGBTQI+ people around the world escape persecution and violence. We are so grateful to count you as a supporter and champion of our cause.

In this toolkit, you will learn about our work, how to plan a fundraising event for Rainbow Railroad, and what we can do to support you in your fundraising efforts.

If you have any questions, please email [events@rainbowrailroad.org](mailto:events@rainbowrailroad.org), and we'll be happy to help.

# SOLIDARITY IN PRIDE

**Pride is more than a celebration; it's an act of resistance.**

Around the world, LGBTQI+ people face escalating threats. This Pride, we stand together in solidarity with our community and our allies, knowing that resistance takes many forms and that this moment requires our collective commitment.

In solidarity with our global community, we dare to resist.

Across borders, LGBTQI+ people are rising up against our oppression. Refugees, activists, community members, and allies are fighting back by demanding protection, challenging injustice, and building a future where no one is forced to flee because of who they are.

This Pride, we dare to resist.

Until we are all free, dare to resist. This is a critical fight, and we cannot do it alone. **Help us raise \$1.6 million this Pride** to ensure more LGBTQI+ people can live freely, without fear.

# ABOUT RAINBOW RAILROAD

Rainbow Railroad is a global not-for-profit organization that helps at-risk LGBTQI+ people get to safety worldwide. Rainbow Railroad helps LGBTQI+ people facing persecution based on their sexual orientation, gender identity and sex characteristics. In a time when there are more displaced people than ever, LGBTQI+ people are uniquely vulnerable due to systemic, state-enabled homophobia and transphobia. These factors either displace them in their own country or prevent them from escaping harm.

As a result of Rainbow Railroad, more LGBTQI+ individuals can access lives free from persecution, and ultimately, we envision a world where LGBTQI+ people can live lives of their choosing, free from persecution.

Since our founding, we've helped over 19,000 LGBTQI+ individuals find safety through emergency relocation, crisis response, cash assistance, and other forms of assistance.

# HOW WE WORK

## Emergency Travel Support:

Our core program provides relocation support to get at-risk LGBTQI+ individuals to a place of greater safety.

## Cash Assistance:

Support for basic needs, including accommodation, medical care, access to essential medicines, and internal relocation.

## Partnership Development:

Direct support to organizations and human rights defenders globally.

## Crisis Response:

Monitoring and responding to crackdowns and crises impacting LGBTQI+ people.

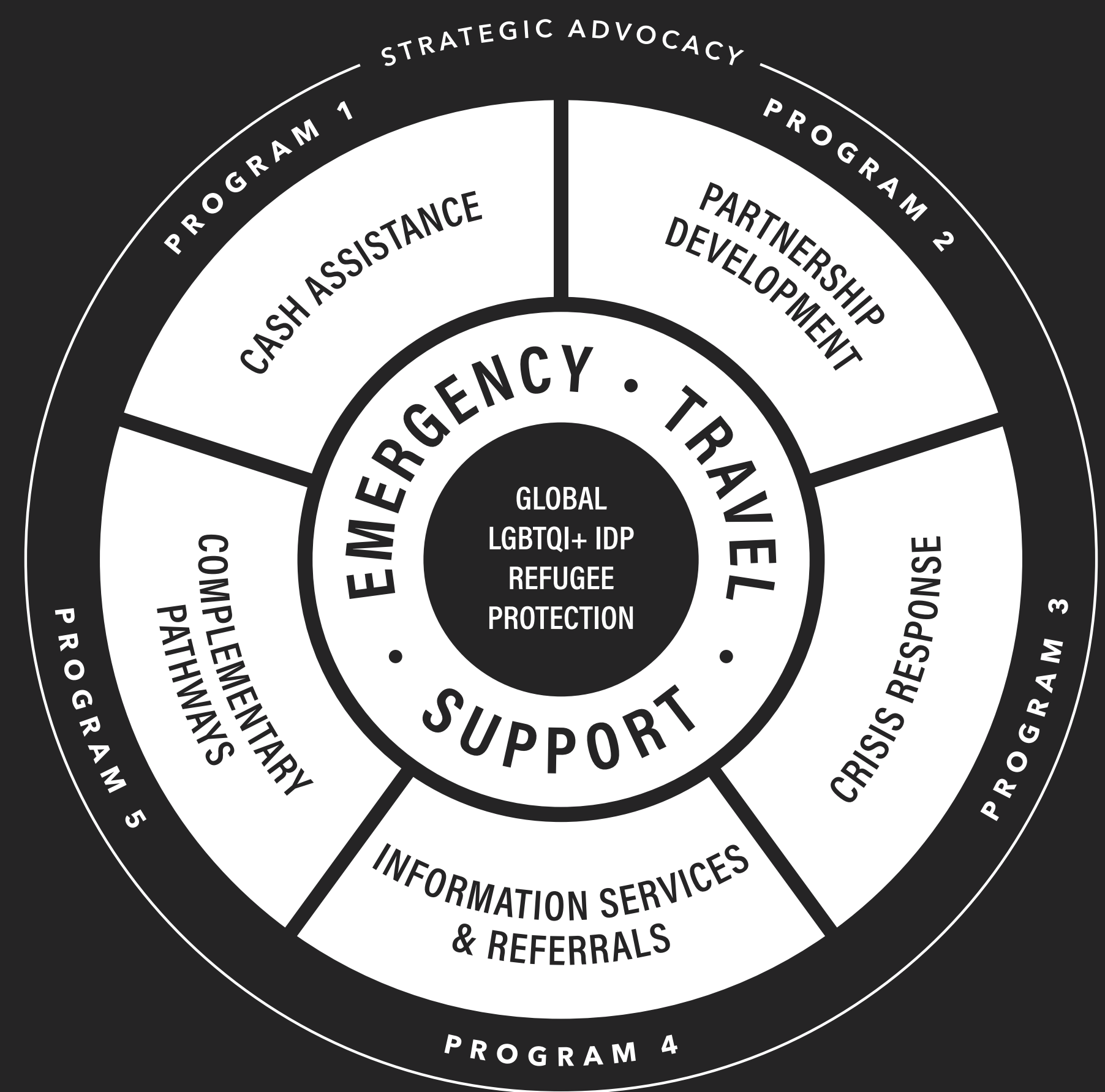
## Information Services and Referrals:

Non-monetary support, including mental-health support and referrals to local LGBTQI+ organizations.

## Government

## Resettlement Pathways:

Private sponsorship of refugees and complementary pathways.



# YOUR IMPACT

**\$500**

Provides one refugee with access to shelter, food and medication for one month while waiting for relocation

**\$1,000**

Can help evacuate an LGBTQI+ person from a dangerous situation abroad

**\$2,500**

Provides resources to LGBTQI+ refugees and asylum seekers for their first month post-relocation

**\$15,000+**

Can help facilitate the resettlement of one LGBTQI+ person

# Fundraising Event Ideas:

Whether you are pulling together a quick gathering or building something bigger, these ideas are here to help you take action, celebrate community, and make a real impact.

## **Board Game Café Takeover**

Host a game night at a local board game café or community center and encourage a donation to play or join a tournament.

## **Solidarity Sip and Paint**

Host a painting workshop where participants can donate to join and enjoy a creative evening together.

## **Drag Brunch or Drag Bingo**

Host a drag show or bingo event where guests buy tickets, and tips or entry fees are donated to support the cause.

## **Pride-Themed Fitness Class**

Partner with an instructor to lead a yoga, spin, or dance class with a donation required to attend.

## **Open Mic Night or Talent Show**

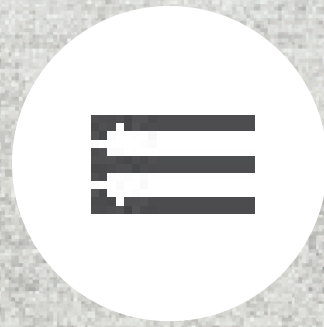
Charge performers and attendees a small donation to join a night of community entertainment.

# HOW WE CAN SUPPORT YOU

Community fundraising events are a powerful way to support Rainbow Railroad's mission to help LGBTQI+ people escape violence and persecution, while building solidarity and amplifying awareness of the ongoing fight for LGBTQI+ freedom. Every dollar raised directly contributes to providing vital support for individuals at risk.

**Here are some of the ways Rainbow Railroad can help support your event:**

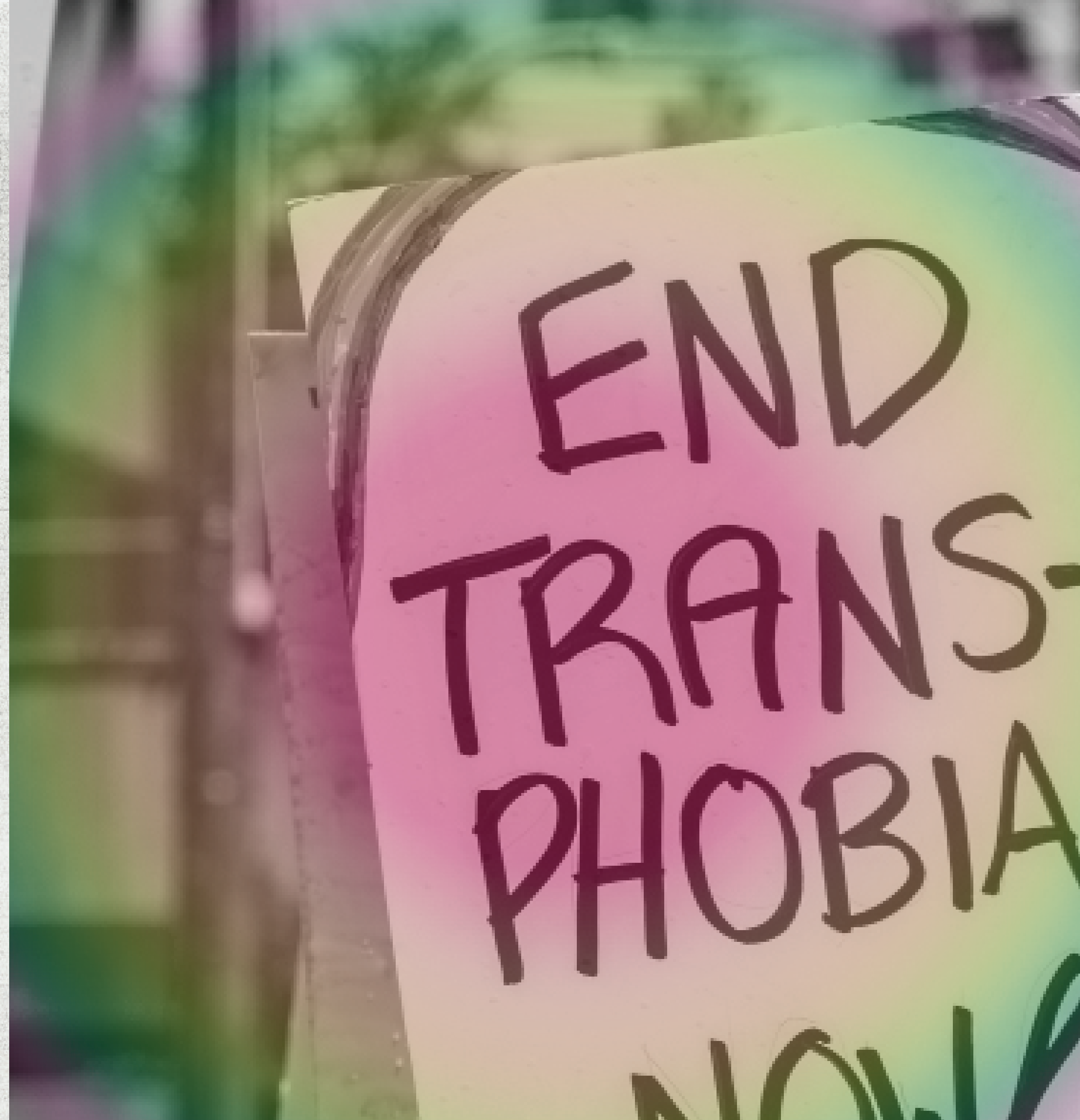
- Dedicated support from one of our team members
- Logo use and promotional materials to help spread the word
- Tools to track and collect donations online
- Help with post-event activities, including donor thank-yous and recognition



## Planning & Implementation

Third-party fundraisers are not official Rainbow Railroad events; they are independently organized, which means you're leading the charge. While you'll handle the core planning and logistics, we're here to support you however we can. Whether you need advice, resources, a letter of support, or just someone to bounce ideas off of, we're happy to help.

For support with planning and implementation, email Taylor Luftig, Rainbow Railroad's Development Officer, Community Fundraising at [tluftig@rainbowrailroad.org](mailto:tluftig@rainbowrailroad.org).



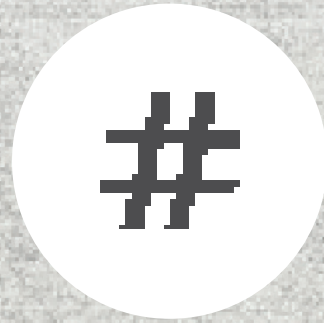


## Communications & Promotional Materials

Depending on the nature of your fundraiser, there may be an opportunity to share your event, or results on our social media platforms. Please ensure @rainbowrailroad is tagged on all your posts. Unfortunately, we cannot share everything, but we will try!

Need logos or branded materials? You'll find everything you need in [our shared assets folder here](#).

If you're planning to use our logo, please send a copy of your promotional materials to [tluftig@rainbowrailroad.org](mailto:tluftig@rainbowrailroad.org) for approval to ensure alignment with our organizational brand.



## Ways Rainbow Railroad is Unable to Support Your Event

We're so grateful for your support and want to be as helpful as possible. That said, there are a few areas where we're not able to provide support:

- Applying for licenses or permits, including those for raffles and 50/50s
- Covering event costs or reimbursing expenses
- Issuing tax receipts for donations (cash or in-kind) not received directly by Rainbow Railroad

Because of the number of amazing fundraisers in support of Rainbow Railroad, it's not always possible for staff to attend the event in person. Even if we can't be there physically, we're cheering you on and are here to support you in other ways.



# FUNDRAISING CHECKLIST

**You're ready to give back to your community and have a great fundraising idea - Now it's time to put it all together!**

Visit our website to read about our work and get inspired, and follow us on social media @rainbowrailroad.

Decide how you plan to receive donations. If you're unsure of how you would like to receive donations, email Taylor at [tluftig@rainbowrailroad.org](mailto:tluftig@rainbowrailroad.org)

Launch your fundraiser promo! Promote your event amongst your family, friends, and wider community.

Host your event!

Send your donors a big thank you.

Submit your funds raised on our website with a note about your event so we can recognize your incredible contribution!

**We're so grateful for your support - thank you!**

# MESSAGES OF SOLIDARITY

Across borders, our community is rising up to challenge oppression. Refugees, activists, community members, and allies are fighting back by: demanding protection, challenging injustice, and building a future where no one is forced to flee because of who they are. Right now, our community connections matter more than ever.

Dare to resist by sharing a message of solidarity with LGBTQI+ people at risk around the world, a beacon of hope and strength for those who need it most. Submit your message at the link in bio.

Rainbow Railroad will amplify messages of support from community members like you across our platforms during Pride month to show LGBTQI+ people worldwide that they are not alone.

Share your message of solidarity [by clicking here!](#)

For more information or to discuss your event ideas, please contact:

**Taylor Luftig**

*Development Officer, Community Fundraising*

[tluftig@rainbowrailroad.org](mailto:tluftig@rainbowrailroad.org)