



Gender Minorities Aotearoa

Fundraising for Gender Minorities Aotearoa

Kia ora and thank you so much for your solidarity and support! This info sheet is our basic guide to running a fundraiser. If you have any questions please contact us on genderminorities@gmail.com

Why: the cause or project

Know which project specifically you're fundraising for so you can tell people how great it is and why you're raising funds for it! It also helps to set an amount which you hope to raise so that everyone who helps and everyone who donates can feel really satisfied when you reach your goal!

What kind of fundraising

What kind of fund raiser do you want to create?

There are all kinds of ways to raise funds – from cake stalls and garage sales to house parties and gigs, pageants, bike races, talent shows, raffles, selling crafts, all sorts!

When is the right time

It can help to hold your fundraiser on an important date – such as Transgender Day of Visibility, transgender day of remembrance, other important Rainbow Community dates, or at a Rainbow Community event such as The Big Gay Out, or Out in the Park.

Who will participate

First, there are volunteers who will help with the fundraiser: play at your gig, bake a cake, put up posters, come to a crafting session, showcase their talent.

Second, there are participants who will give you funds: attend your gig, buy your cakes or crafts, come to your house party.

For your volunteer crew: do you have friends who can help out?

Could you put a post in a Facebook group, or on a noticeboard for people who want to get involved?

For your participants: it depends on your fundraiser; for example you might invite friends to a house party, but a concert or bake sale would probably be a public event.



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Where is the right place

If you are holding a public event, you might want to think about venues in terms of your participants: is it a black tie dinner? A punk gig? A family friendly picnic? A queer community soccer game? Can you get a free venue? A cheap venue? A mobility accessible venue? A venue close to public transport?

If you are having a cake or craft stall or raffle, this can be done at a pre-existing event – your local veggie market, a church event, a Rainbow Community event, you can even hold one on your front lawn if you live on a busy street!

How will you tell people about it

Posters could go up in cafes, you could create a Facebook event and share on social media, email, text, and tell your friends and whanau, crafted badges and cards might go in a bowl on the front desk at your workplace, a gig might need posters up around town, and you can always write a press release to tell people about your fundraiser and why you're holding it.

See our guide to media advocacy for more info.



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