

WELCOME TO THE NCLR **PRIDE IS**

**POWERFUL**

**PLAYBOOK**

The playbook is a step-by-step guide to sharing the Pride is Powerful campaign with your network. You'll find action steps for boosting the Pride is Powerful message online, instructions to set up your own fundraiser, communication templates for fundraisers and tips to ensure you connect with your audience. The goal is to **share, share, share!**



NATIONAL CENTER FOR  
LESBIAN RIGHTS

# Share Your Pride!

## SOCIAL MEDIA

You can take action right now to support the Pride is Powerful campaign. Follow NCLR on social media and interact with our content. Leave a comment of thanks for our work or share a time that NCLR made a difference for you or someone you know. When you repost NCLR's content, make sure to add your own message about what inspires you to support us.

If you already made a donation to support Pride is Powerful, thank you so much for your gift! One way you can double your impact is by posting about your Pride is Powerful donation on social media! Tell your followers why you decided to give and ask them to join you. Link to [nclrights.org/prideispowerful](https://nclrights.org/prideispowerful) so they can learn more about our campaign.

Make a commitment to post about the campaign throughout the month of June. Because of social media algorithms, your followers will only see some of your posts. If you post regularly about your support for NCLR during the campaign, you'll reach more people. Use these examples to get you started, but make sure to speak from the heart!

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- *I've signed on to help @nclrights raise funds to fight anti-LGBTQ laws this month because Pride is Powerful. Help make a lasting impact by donating today at [nclrights.org/prideispowerful](https://nclrights.org/prideispowerful)*

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  - *Hey friends, I've donated to support @nclrights in their mission to fight LGBTQ discrimination and help them build a more just world this month because Pride is Powerful. Are you down to help make a lasting impact? Learn more at [nclrights.org/prideispowerful](https://nclrights.org/prideispowerful) and make your gift today!*

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  - *Here's a chance to show up for me and all LGBTQ people by supporting NCLR, an organization that is making a real impact for the LGBTQ community by leading the fight against anti-LGBTQ legislation. I've made a gift to help NCLR raise \$100,000.00 this Pride month to support this critical work because Pride is Powerful. It will take all of us to stop discriminatory legislation that is being proposed and implemented across the country, and we could really use your help. Will you join me? Visit [nclrights.org/prideispowerful](https://nclrights.org/prideispowerful) to learn more.*

Consider sending similar messages via email, text or direct message to your friend group encouraging them to support NCLR by following us on social media and making a donation.

# Become a Champion!

## JUSTGIVING CAMPAIGN

A Champion is someone who starts their own Pride is Powerful Fundraiser for NCLR using JustGiving, a crowd fundraising software that makes it easy for you to create a personalized page, share why NCLR is so meaningful to you, and collect donations on our behalf.

People are more likely to support causes they have a personal connection to, and your network has a personal connection to you! When you create your own fundraiser and share it with your friends and family, the connection has already been made. Follow the steps below to set up your Pride is Powerful page and kickstart your fundraising!

### SETTING UP YOUR FUNDRAISING PAGE

1. Create your fundraising page here:  
[justgiving.com/campaign/prideispowerful](https://justgiving.com/campaign/prideispowerful)
2. Click the ‘Start Fundraising’ button on the NCLR Pride is Powerful Campaign page.
3. Create your account. If you’ve never used JustGiving before you will need to enter your email address and select a password to login. Make sure you remember your password, save it in your keychain or password manager and/or write it down. You’ll be logging in regularly to check your progress and post updates!
4. When asked “Are you fundraising in memory of someone?” select yes or no. Our campaign is not in memory of a specific person but if you would like to include a memorial in your own fundraising, please do so.
5. When asked “Are you taking part in an activity?” select “Just Fundraising”.
6. When asked “Are you fundraising for an occasion?” select “no occasion” or “skip this question” unless you would like to partner this effort with an occasion of your own.
7. When asked “How much would you like to raise?” choose a goal that feels right to you. We are recommending a \$1,000 goal but choose a target that you are excited to reach. No goal is too small!

**Now your basic set up is complete! Next step...**

## PERSONALIZING YOUR PAGE

### 1. Choose your title.

[Your Name]'s Pride is Powerful Fundraiser for NCLR

### 2. Why are you raising money?

Think of this section like your bio. This is where you will tell your network why you support NCLR, why our mission is meaningful to you and why you need your network to support your fundraising goal. There is a preset bio in this section to get you started, but you're not obligated to use it. A customized page will sound more like you, and we encourage you to be creative and speak from the heart here. We've also written additional bio examples (included below) that tie into the themes of our Pride is Powerful campaign.

#### Fundraiser page bio ideas:

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➤ *I'm fundraising for NCLR because Pride is Powerful, and I know that this organization is doing the work to protect the LGBTQ community's human rights. NCLR needs each and every one of us to be champions for LGBTQ people and families across the nation facing discrimination by spreading the word about this campaign. NCLR's important work protecting LGBTQ civil rights through precedent-setting litigation, legislation, policy, and public education depends on all of us.*

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➤ *Pride 2024 marks 55 years since the Stonewall Riots. 55 years of struggle and triumph, reaching together for LGBTQ equality. With decades of progress, advancing our right to live, love, work and parent freely, we are now seeing the greatest backlash in our movement's history.*

*I want to make a bigger impact for our community and that's why I've joined the Pride is Powerful campaign in support of National Center for Lesbian Rights, an organization that truly doing the work to protect LGBTQ civil rights.*

*To borrow from the movement leaders who came before us, it is time to act up. NCLR needs our action now! Our movement needs each and every one of us, advocates, allies and champions for justice to ensure our constitutional rights and protect our community from harm. NCLR's litigation work has never been more critical, and your support today will ensure NCLR can continue its critical work so that no anti-LGBTQ bill goes unchallenged.*

*Please consider donating to help me reach my fundraising goal. Your gift would mean so much to me. Thank you.*

(continued)

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➤ *NCLR is unique in their feminist perspective and their primary focus on addressing the needs of those most marginalized. NCLR fights for ALL LGBTQ individuals and their families and addresses the intersectional needs of our community – race, gender, ability, and economics. Their approach relies on coalition building across the civil rights movement, because our liberation is intertwined. These alliances enable real change in municipalities, institutions, and states where this would otherwise seem impossible. This work creates lasting and systemic improvements for the entire LGBTQ community and lays the groundwork for a society free of homophobia, transphobia and hate.*

*Achieving our goal of full LGBTQ equality will take each and every one of us. I want to make a bigger impact for our community and that's why I've joined the Pride is Powerful campaign. I hope you'll join me and make a gift to protect LGBTQ civil rights. NCLR needs our action now!*

### 3. Customize your web URL.

You'll be sending this link to your network so they can find your fundraising page and donate. We suggest using [First Name]-[LastName]-for-prideispowerful

### 4. Add a page cover.

This is where you will add a cover image to your campaign. A photo of yourself is a great choice for your page cover.

You can also upload a video here. A video appeal can really help you reach your goal. If you choose to include a video, speak from the heart about why you are fundraising for NCLR and make sure to record in landscape mode as JustGiving is configured for landscape orientation.

Once you're happy with your cover image or video, click next.

### 5. You're almost finished!


You'll see a short summary of your selected charity (National Center for Lesbian Rights, of course!) and your fundraising goal.

Click the opt in box to 'Keep in Touch' so we can send you updates through our campaign page.

Click "Launch my page".

**Congratulations! Your setup is complete, and you are ready to start fundraising!**

Thank you for becoming a Champion! You will receive an email soon with more instructions to help kickstart your Pride is Powerful campaign. Have questions? Please reach out: [development@nclrights.org](mailto:development@nclrights.org)



**PRO TIP!** Make sure to carefully proofread this section before moving on!



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LESBIAN RIGHTS

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