

Center on Halsted Peer-to-Peer Fundraising Toolkit Template

Use this template as a foundation for your Center on Halsted's fundraising toolkit. Add your own flare and make it unique to your specific campaign, or generalize it for a DIY campaign.

Our Mission

Add information about our mission and vision to educate your donors on the work we are doing in the community.

Mission: Center on Halsted advances community and secures the health and well-being of the LGBTQ people of Chicagoland and throughout the Midwest.

Vision: A thriving lesbian, gay, bisexual, transgender and queer community, living powerfully in supportive inclusive environments.

Pride 2025 Fundraising

For Pride month 2025, you can fundraise for Center on Halsted by creating your very own donation page. Our simple step-by-step prompts make it easy to inspire your friends, family, and network to join you in making a difference.

The Power of Your Donations – please use these impact statements in your fundraising pages!

- **\$500** - Provides lunch to 100 Pride in Aging participants at Center on Addison
- **\$365** - A dollar a day to help keep the lights on for all our programs at Center on Halsted, Town Hall Apartment, Center on Addison, and Center on Cottage Grove

- **\$250** - Covers the cost of one HIV Testing session
- **\$100** - Allows the Behavioral Health program to provide two letters of support needed to obtain insurance coverage of gender-affirming surgery

Create Your Fundraising Page

1. **Click on Become a Fundraiser** and choose your fundraising style from the available choices



- a. **As an Individual** – Sign up to get started right away and fundraise on your own for our programs and services
 - b. **Join a Team** – If your school, business, or other group has already created a team, join them to make an even greater impact
 - c. **Create a Team** – If you plan on recruiting your friends and family to set up fundraising pages in addition to yourself, make sure to create a team so you can work together
2. **Set your fundraising goal** – You can customize your goal to whatever is right for you. Keep in mind that you can come back to edit your goal at any time. Here are some ideas of how the money you intend to raise will impact our mission.
 - a. **\$500** – Provides lunch to 100 Pride in Aging participants at Center on Addison
 - b. **\$365** – A dollar a day to help keep the lights on for all our programs at Center on Halsted, Town Hall Apartment, Center on Addison, and Center on Cottage Grove
 - c. **\$250** – Covers the cost of one HIV Testing session
 - d. **\$100** – Allows the Behavioral Health program to provide two letters of support needed to obtain insurance coverage of gender-affirming surgery
 3. **Choose a fundraising end date of June 30, 2025**

4. **Add your headline** – Share a short blurb about why you are fundraising for our organization. Here are some ideas to get you started:
 - a. Support Center on Halsted this Pride season
 - b. Center diverse experiences this Pride
 - c. Give back to families of origin and families of choice this Pride
 - d. Be loud and proud! Happy Pride 2025!
5. **Set a short URL** – This allows you to easily share your page with your friends and family
 - a. Example: [give.yourorganizationsname.org/yourfundraisersname](#)
6. **Upload a photo** – Make your page more personalized and recognizable for your friends and family. You can come back and change it at any time!

To learn more about editing and personalizing your page, explore Classy's support article [here](#).

Tell Your Fundraising Story

People love giving to people they know!

Adding personal touches to your fundraising page, like why you're fundraising, your connection to our organization, or personal photos and stories, helps your friends and family connect more with our mission. Your personal supporters will feel more compelled to give because they understand your unique relationship to our cause and what our organization means to you. So don't forget to personalize your page to reflect your reason for fundraising and share updates as your progress grows!

PRO TIP: Be the first to donate to your fundraising page to show how dedicated you are to the mission. You're bubbling up your own progress bar and removing any fear of donors being the first to "join the party"!

Key Messages

Here are a few key messages that can help you get started with your outreach. They're also great to share with your friends and family if they ever ask you what our organization does in the community.

- **\$500** – Provides lunch to 100 Pride in Aging participants at Center on Addison

- **\$365** – A dollar a day to help keep the lights on for all our programs at Center on Halsted, Town Hall Apartment, Center on Addison, and Center on Cottage Grove
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Spread the Word

You're on your way to fundraising success! Now it's time to spread the word and take strides toward your goal.

We suggest starting by creating a list of people you plan to reach out to.

1. **Start with your closest inner circle** – This is a great group to target for your first few donations, as they are more likely to respond to your personal outreach. It's always nice to get some quick wins in the beginning!
2. **Cast a wider net** – Don't be afraid to look beyond your immediate connections and expand your list. Some people in your wider network may have a personal connection to our mission, and it could spark some great conversations on top of a donation towards your goal!

Email Examples

Email is one of the easiest and most effective ways to fundraise. This should be the first place you start in your outreach strategy.

PRO TIP: Keep your message clear, direct, and timely! Don't be afraid to add some visual and personal elements to catch donors' attention and inspire immediate action.

Example 1:

Subject – Support Center on Halsted this Pride!

Dear **[Name]**,

I'm raising money for **Center on Halsted** and it would mean so much if you could help me reach my goal!

Please Click Here **[Add Your Fundraising Page]** to give.

Here are some quick facts about Center on Halsted's mission to advance community and secure the health and well-being of the LGBTQ people of Chicagoland and throughout the Midwest:

The Center has reinforced its role in the last year as a cornerstone of the LGBTQ+ community in Chicagoland, expanding services, fostering new partnerships, and deepening its commitment to equity and inclusion. Your generous support will contribute to the long-term sustainability of the organization as it refocuses on families of origin and families of choice. COH addresses systemic inequities faced by LGBTQ+ and allied individuals through a holistic approach to human services that fosters health and wellness, financial stability, basic needs, safety, and mental health through an equity lens.

By design, as a "one-stop" center, COH meets the multiple needs of its clients. COH provides free to low-cost services to meet the needs of clients across all stages of their lives in LGBTQ+-affirming, safe, and welcoming environments with programs for the entire community. COH programs and services are open to all people regardless of economic standing, gender identity, race, or sexual orientation. Programs support clients' behavioral, psychological, food, housing, health-related, and social needs in the following areas: Behavioral Health, Community and Cultural Programming, community technology access, HIV Resources and Prevention, HIV Resource Hub and the State of Illinois HIV Hotline, Center on Cottage Grove satellite program site in Woodlawn, Pride in Aging and affordable housing for seniors (Center on Addison and Town Hall Apartments), Silver Fork workforce development in culinary arts, Youth Programs, and professional development including the Inclusive Futures Leadership Institute and Midwest Pride, a convening of LGBTQ+ professionals.

Be loud and proud this year and help COH finish the fiscal year strong! Donate to our campaign today and your impact will be doubled!

Thanks so much for your support!

[Name]

Example 2:

Subject – This Pride season, support families of choice and families of origin

Hey **[Name]**,

I'm fundraising for **Center on Halsted**, an organization that **advance community and secure the health and well-being of the LGBTQ people of Chicagoland and throughout the Midwest.**

The money raised will go towards **free to low-cost services to meet the needs of clients across all stages of their lives in LGBTQ+-affirming, safe, and welcoming environments with programs for the entire community.**

I'm trying to raise **[\$ Fundraising Goal]** by **June 30**. If I can inspire just five people to contribute **[\$ Fundraising Goal/5]** or more, I'm there.

It's really important for me to help **Center on Halsted** because **[Your unique connection to the cause]**. I hope you'll support me and **Center on Halsted** by making a gift to my fundraising page below.

Thanks so much for your support!

[Name]

Example 3:

Write your own!

Subject – Center diverse experiences this Pride

Hey **[Name]**,

[Content]

Thanks so much for your support!

[Name]

Example Social Posts

In addition to email, use social media to bolster your communication outreach. This is a great way to reach people who fall outside of your inner circle. To make this even easier, take advantage of the built-in social sharing options on your fundraising page!


PRO TIP: All social channels are good social channels. Your network on Facebook will be vastly different from your network on LinkedIn, but each offers its own unique value. Don't be shy about promoting your campaign across all of them to spread the word!

Example 1

Pride might be all month, but your impact starts now!


Thanks to the incredible generosity of a group of donors, all gifts to Center on Halsted are being matched dollar for dollar through June 30. That means every dollar you give = twice the support for LGBTQ+ programs, services, and community care.

Support my page: [Link to page]

 Want to go even further?

You can fundraise for Center on Halsted this Pride by creating your very own donation page. Our simple step-by-step prompts make it easy to inspire your friends, family, and network to join you in making a difference.

Make your fundraising page: [Pride 2025 fundraising - Campaign](#)

 Double your impact. Celebrate with purpose.

Example 2

Pride is a month of celebrations and impact!

From May 15 – June 30, every donation to Center on Halsted will be matched dollar for dollar, thanks to the incredible generosity of a group of donors.

That means your gift goes twice as far to support the LGBTQ+ community through programs and services offered all year long.

Let's kick off Pride by showing up for each other. 💕

👉 Donate to my fundraiser here: [Link to fundraiser]

Example Thank You

It's critical to thank every one of your donors. Your success wouldn't have been possible without them! Send a personalized email or thank you note, acknowledge them directly on your fundraising page by leaving a comment, or give them a shout out on social media.

Subject – **Your support is loud and proud**

Dear **[Name]**,

My fundraising campaign has officially wrapped, but the impact of your contribution will continue! I am extremely grateful for the support you have shown for **Center on Halsted**.

With your help, I have raised **[\$X]** towards **Center on Halsted**. I encourage you to follow **Center on Halsted** on Facebook, Instagram, YouTube, and LinkedIn to stay up to date on their work, and see how your donation is fueling their mission.

Thank you again for your generosity.

[Name]

PRO TIP: Don't underestimate the power of an old-fashioned handwritten card! It only takes a few minutes to do and can make an incredible impact on those you send it to.

