



PROUD & FREE



2021



Immigration
Equality

THE DIGITAL TOOL KIT:

As we enter our second unconventional pride month, Immigration Equality cannot help but feel hopeful for the future, and proud of the work that we and our partners have been able to accomplish.

Over the past 12 months, Immigration Equality has served over **800 individuals across 30 states** thanks to the support from our community. It is because of Immigration Equality and our incredible partners that these individuals will have their own chance to celebrate pride month this year, and every year to come.

In honor of them, Immigration Equality is holding our third annual Proud and Free campaign, raising money through individual networks to make a huge impact. Together, we will raise **\$15,000**. Whether you raise \$100 or \$1,000, every dollar makes a difference in the lives of hundreds fighting for safety.

Plus, each week the supporter who **raises the most will receive a prize**, and the firm that raises the most amount of money over the course of the month will be honored at the **2022 Safe Haven Awards!**



GETTING STARTED

Questions?

Email Nikala Pieroni at

development@immigrationequality.org

or call (212) 422-3450

Details at a glance:

Date range: June 1st – June 30th (but the donation page will remain active after June 30th)

[Check out the general giving page here!](#)

Social media hashtags: Primary - #ProudAndFree | Additional - #ImEqProud21

Social media handles/pages for Immigration Equality:

- [Facebook](#)
- [Twitter](#): @IEquality |
- [Instagram](#): @immigrationequality |

[Set Up Your Giving Page here!](#)

You will have your own opportunity to set up your own page, or a page for your firm. You may want to add:

- A personal photo (optional). It could be a moment at a Pride past, or an Immigration Equality event.
- A personal statement. Why is Immigration Equality meaningful to you? There will be text provided however, so it's up to you.
- Your own fundraising goal. You'll be surprised how quickly you can achieve it once you get started!

SAMPLE EMAIL

IMEQ PROUD AND FREE

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The best way to inspire donations is to email your network: family, friends, coworkers, acquaintances, and anyone else you can think of. A heartfelt, personal message goes a long way. Remember, the main reason someone does not give is because they were not asked!

Here's a sample message that you can send to kick off your campaign:

Dear XXXX,

As you may know, I'm a strong supporter of Immigration Equality's work protecting LGBTQ and HIV-positive immigrants. They are the leading LGBTQ immigrant rights organization in the country, winning nearly 150 asylum cases annually, and winning major cases that change the lives of LGBTQ and HIV-positive immigrants, [like this one](#).

I've set a personal goal to raise \$XXXX between now and June 30th. Can you pitch in to get there? It doesn't matter how much you give—anything and everything helps.

Right now, immigrants are especially vulnerable to the health and economic crises that COVID-19 creates. Immigration courts have been closed, and individuals living with HIV are still being held in detention centers where COVID-19 infection rates are high.

Immigration Equality is fighting back by supporting over 800 individuals on their journey to safety every year. We can't let anything slow them down, and that is why I am asking you to help me honor them and their clients by making a donation to my campaign.

Please help me reach my goal by donating here: [YOUR GIVING PAGE HERE]

Thanks so much for your support,

XXXXXX

P.S. Your donation is fully tax-deductible!



FACEBOOK SAMPLE POSTS

Did you know June is both Pride month and Immigrant Heritage month? That is why it is more important than ever to support an organization like Immigration Equality, which supports over 800 LGBTQ and HIV-positive immigrants every year. For their ImEq Proud and Free campaign, I've set a goal of XXXXXX. Help me get there by donating here: XXXXX

I'm a proud supporter of Immigration Equality, the leading LGBTQ immigrant rights organization in the country. That's why I'm participating in their ImEq Proud and Free campaign this month in honor of Pride Month. Please join me by donating here: XXXXX

Each day LGBTQ and/or HIV positive immigrants spend in detention, the more they're at risk of violence, harassment, and the spread of COVID-19. Immigration Equality is working hard to stop these abuses, which is why I'm supporting the ImEq Proud and Free campaign. Will you help me reach my goal of XXXXX? Donate here: XXXX

INSTAGRAM SAMPLE POSTS

Did you know June is both Pride month and Immigrant Heritage month? That is why it is more important than ever to support an organization like @ImmigrationEquality, which assists over 800 LGBTQ and HIV-positive immigrants every year in seeking asylum. For their ImEq Proud and Free campaign, I've set a goal of XXXXXX. Help me get there by donating through the link in my bio! #ImEqProudAndFree

LGBTQ asylum seekers face persecution in their countries of origin, and their path to asylum in the US is increasingly under attack. @ImmigrationEquality is fighting back in Congress and the courts to make sure their rights are protected. Please donate to their critical work through the link in bio.

#ImEqProudAndFree

NOTE: you cannot add links directly to captions in Instagram. You can use a bio link to get around this or, you can create a story with a donate button! If you do, note that the donation will not go directly to your campaign page. If you receive donations this way let us know and we will add your name to it!



TWITTER SAMPLE POSTS

It's #ImEqProudAndFree. This month, I'm helping @IEquality raise money for their work on behalf of LGBTQ immigrants in honor of Pride and Immigrant Heritage month. Please pitch in here: XXXX

I'm a proud supporter of @IEquality, the country's leading LGBTQ and HIV positive immigrant rights organization. They've helped thousands of people gain asylum, and right now, their work is more important than ever. Make a gift today: XXXX
#ImEqProudAndFree

LGBTQ asylum seekers face persecution in their countries of origin, and their path to asylum in the US is increasingly under attack. @IEquality is fighting back in Congress and the courts to make sure their rights are protected. Please donate to their critical work: XXXXX #ImEqProudAndFree



KEY INFO

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Helpful Tips:

Facebook can be a very effective tool for fundraising, but its algorithms don't promote content that links away from the site. Unfortunately, that includes your fundraiser! Luckily, we have some tips to trick the algorithm.

1. Send your fundraising link to individuals via Facebook messenger or email.
2. When people donate, make a Facebook or Twitter post thanking them (tag them!) and link to your fundraising page.
3. Keep people updated on your progress! Use the story feature on Facebook or Instagram to make temporary posts.
4. Post graphics or articles (below) to help catch people's attention
5. Be yourself. Your friends want to hear why YOU support Immigration Equality and will be more likely to donate.
6. Post on key dates to drive up support (see below)

Good dates for posting:

June 1st – Launch of ImEq Proud campaign

June 15th – Halfway point of ImEq Proud campaign

June 26th – Dyke March NYC & final campaign push

June 27th – Pride March and last day of ImEq Proud and Free campaign & final campaign push

FAQ'S

Are donations tax-deductible?

Yes! Our tax ID number is 13-3802711.

Will my donors receive receipts for their donations?

Yes! After they submit their donation they'll receive a receipt to their email.

Can I see who donates to my campaign?

Yes! Don't forget to thank them personally for supporting the cause.

Will the donation page be active after June 30th?

Yes! We'll keep it up for the rest of the year.

Thank you!

