



# WALK PROUD



2022

**iE Immigration Equality**

## THE DIGITAL TOOL KIT:

### **ARE YOU EAGER TO BE PART OF THE NEW YORK CITY PRIDE MARCH?**

We are too!

We are so ready to celebrate, but in the wake of COVID-19, the City has limited the number of people we are allowed in our contingent. We are reserving most of our spaces for current and former Immigration Equality clients and staff. Still, we would love to have some of our most valued supporters walk alongside us, so we are inviting you to host your own fundraiser to reserve your spot in our march! The first 5 supporters to raise \$500 for Immigration Equality will be invited along with one guest to join us. We cannot wait to see you there!

You are welcome to run your fundraiser on WeDidIt (our personal fundraising platform, preferred), Facebook, and/or Instagram, and we've got some guidance on how to make your fundraiser a success.



# THE DETAILS

Questions?

Email Nikala Pieroni at

[development@immigrationequality.org](mailto:development@immigrationequality.org)

or call (212) 422-3450

## WHAT YOU NEED TO KNOW

The Walk: June 26th

Fundraising: May 1st - June 1st (Or until slots have run out)

[Fundraising\\_page](#)

[Create a Facebook fundraiser](#)

Social media hashtags: Primary - #WalkProud22

Social media handles/pages for Immigration Equality:

- [Facebook](#):  
<https://www.facebook.com/ImmigrationEquality>
- [Twitter](#): @IEquality | <https://twitter.com/IEquality>
- [Instagram](#): @immigrationequality |  
<https://www.instagram.com/immigrationequality>

# 3 EASY STEPS

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## 1ST STEP: THE GIVING PAGE IT'S EASY!



You will have your own opportunity to set up your own page through [WeDid.It HERE](#). 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

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## STEP 2: SEND A SAMPLE EMAIL



The best way to get donations is to email your network: family, friends, co-workers, 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!

We've got a simple sample email for you to use below, but [CLICK HERE](#) to auto-generate the text into an email for you!

# SHARE AWAY

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## STEP 3: SHARE ON SOCIALS



Social media is the best way to get the attention of as many people in your life as possible all at once! We've got sample copy below for each platform to make fundraising a breeze.

Want to jazz it up? We've got photos for you to use too! Feel free to use any attached to this email!

Remember: You can create your own fundraiser for us on Facebook [HERE](#), on your Instagram Stories through the "Donation" sticker.



## SAMPLE E-MAIL

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, currently helping 800 people annually with their asylum claims, at no cost to the client.

That is why I was especially excited to see an opportunity to both support them, and celebrate as a member of one of my favorite events – the New York City Pride Parade. This year, I have the opportunity to walk alongside Immigration Equality in the parade, but only if I reach my goal of raising \$500 for the organization.

Will you honor their work, and support my walk by donating today?

Please help me reach my goal by donating here: XXXX

Thanks so much for your support,

XXXXXX

## SAMPLE FACEBOOK POSTS

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Example 1: I'm joining the ImEq #WalkProud22 campaign to support LGBTQ and HIV positive immigrants on their path to making a home in America. My goal is to raise \$500 so that I may walk with them in the NYC Pride Parade. Will you sponsor my march today? XXXXX

Example 2: This year, I am proud to have the opportunity to join the NYC Pride Parade alongside Immigration Equality, but that can't happen without your help! Help me reach my goal today, and secure my spot in one of the most beautiful celebrations of LGBTQ Americans nationwide. XXXXX





## INSTAGRAM SAMPLE POSTS

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Example 1: I'm joining the @immigrationequality #WalkProud22 campaign to support LGBTQ and HIV-positive immigrants on their path to making a home in the U.S. My goal is to raise \$500 so that I may walk with them in the NYC Pride Parade. Will you sponsor my march today? Link in bio. #WalkProud22 #WalkProud

Example 2: @ImmigrationEquality serves over 800 clients annually through free legal services for LGBTQ and HIV+ asylum seekers. It would be an honor to walk next to them in the NYC Pride parade, but I must reach my goal of raising \$500 to join. Will you sponsor my walk today? Link in bio! #WalkProud22 #WalkProud



## TWITTER SAMPLE POSTS

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Example 1: I am raising to walk with @IEquality at this year's NYC Pride Parade! Will you sponsor my walk with a gift today, and reach my \$500 goal? Every penny goes to Immigration Equality's incredible work supporting LGBTQ and HIV+ asylum seekers! Support here: XXXXXXXX #WalkProud22 #WalkProud

Example 2: Help me Walk Proud in the NYC Pride Parade with @IEquality by sponsoring my walk, AND Immigration Equality's free legal services for LGBTQ asylum seekers at the same time! Give to my walk here: XXXXXXXX #WalkProud22 #WalkProud



# MORE INFO

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Email Nikala Pieroni at  
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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 to help catch people's attention

## FAQ'S

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**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 the walk?**

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

