



## Event to Benefit Outright Vermont

Saturday,  
September 15th, 2007

Noon  
Church Street  
Marketplace  
Burlington, VT

The mission of Outright  
Vermont is to build safe,  
supportive, and healthy  
environments for gay,  
lesbian, bisexual,  
transgender, queer and  
questioning youth.

Mail to:  
Outright Vermont  
P.O. Box 5235  
Burlington, VT 05402  
Attn: Fire Truck Pull

[www.outrightvt.org](http://www.outrightvt.org)

## FUNDRAISING TIPS

Thanks for taking part in the 4th Annual Burlington Fire Truck Pull. Your participation and fundraising will help support the work of Outright Vermont.

With a team of 12, reaching the \$1,000 team goal should be very easy, especially if you use your resources. To reach the thousand bucks, each team member needs to raise just under \$100 each. And with your \$25 registration fee, you are already 1/4 of the way there!

Here are a few tips that we've learned from other event participants; these will to help you maximize donations.

1. You can reach your goal VERY easily. Try asking 4 people for \$25 each; or 10 people for \$10 each; or 20 people for \$5.

2. **Call around or Ask in Person!** Nothing like the personal or face-to-face touch to get folks to sponsor you. It is much easier to ignore email, then someone asking you in person. Try coming up with a basic script that explains why you are competing, what it is for, etc.

### 3. **Get sponsorships online!**

This is a fast and easy way for your friends and family to sponsor you. Have them simply go to our website: [www.outrightvt.org](http://www.outrightvt.org) and click on the donation link. This will take them to [networkforgood.com](http://networkforgood.com) where Outright Vermont has an account set up that will securely allow for credit card donations. Just remind folks to mention your name & the fire truck pull in the "acknowledgment" field. (This is a great online tool when getting folks from far away to donate toward your goal!)

4. **Plug, Plug, Plug!** Change your email auto signature at work and/or at home; after your name and title etc, add a line at the bottom encouraging people to support your team in the Fire Truck Pull. Include a link to the Outright Vermont website for online donation! This will raise awareness of your team and ensure that every email you send out encourages people to support your team.

5. **Stick with It!** Try sending a little e-mail update on your progress. It's nice for those who have already supported your efforts, and a nudge for those who haven't contributed yet. You know what it's like: people mean to donate, but sometimes they don't quite get around to it on the first request! We know this works well from other people's experience. Be sure to encourage all your sponsors to come to the event and cheer your team on!

Event Contact:

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