

# The Give OUT Day Guide to Calls-to-Action



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## SAMPLE CALLS-TO-ACTION FOR GIVE OUT

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Having a clear call-to-action is important anytime you're fundraising! Calls-to-action tell the audience exactly what you need them to do in order to support your work. Different actions might include signing a petition, volunteering, donating money, and more.

Feel free to use these samples as starting points for developing your own call-to-action. Remember, you know your mission and your audience best, so lean on your expertise and knowledge of your audience to craft a message that speaks directly to them. **In general, give your donors a clear challenge that they can help you solve, and make your ask direct and clear.**

Below, you'll find three sample calls-to-action (CTAs) for three fictional organizations:

- a trans youth social service provider
- a mural building organization
- a queer elder coalition

In addition to providing you with a sample call-to-action, we've also laid out the components that make up a strong story.

Happy fundraising!

## EXAMPLE 1 – The Prism Project

Before jumping into writing your CTA, break it down into smaller pieces so that you're sure you have the most important bases covered.

- What's the challenge?
  - Transgender teens and kids don't have spaces to gather and meet each other
- Why is this important?
  - Creating solidarity and community is really important to the health and well-being of kids, especially as they are exploring and better understanding their identities
- What solution are we providing?
  - Weekly spaces for trans youth to gather and enjoy each other, as well as access the wisdom of adult transgender facilitators
- How much do we need to raise?
  - \$2,500 would provide for a year's worth of snacks, drinks, and a group outing to the local zoo

### Now, put it all together:

Transgender teens and kids often lack safe and affirming spaces where they can gather and form friendships. This lack of community makes it harder for them to develop confidence in their identities and navigate the challenges of growing up in a world that doesn't always support them.

Studies show that peer support and affirmation significantly improve mental health outcomes for transgender youth. When young people see others who share their experiences, they feel less alone and more empowered to embrace their identities.

To address this need, we are providing weekly gatherings where trans youth can come together. These meetups offer a chance for kids and teens to share their experiences. Additionally, the presence of adult transgender facilitators ensures they have mentors who understand their journeys firsthand.

We need to raise \$2,500 to sustain this program for a full year. This funding will cover snacks and drinks for our weekly gatherings. Additionally, it will support a group outing to the local zoo, giving the kids an experience where they can bond outside of their usual environment. Every dollar helps us maintain this essential space for trans youth.

Can you donate \$50 by midnight?



## EXAMPLE 2 – Out in the Open Murals

Before jumping into writing your CTA, break it down into smaller pieces so that you're sure you have the most important bases covered.

- What's the challenge?
  - LGBTQ+ individuals living outside of high density population centers often feel isolated in their communities. We want to help queer folks across the state make murals that represent them.
- Why is this important?
  - LGBTQ+ people may feel isolated due to a lack of representation or supportive spaces. Seeing their identities reflected in public art sends a powerful message that they are seen, valued, and belong.
- What solution are we providing?
  - A team of painters and supplies to paint these murals, as well as action plans on how to navigate speaking to local businesses and selecting subject matter
- How much do we need to raise?
  - \$10,000 will allow us to paint 10 murals



Now, put it all together:

Queer people in rural communities often feel isolated due to a lack of visible representation and affirming spaces. Without clear signs of support, many LGBTQ+ individuals struggle to find connection and acceptance in their hometowns. We believe that art can change that. By creating vibrant, meaningful murals across the state, we can bring visibility and pride to places where queer representation is scarce.

We are assembling a team of painters, providing supplies, and developing action plans to help local organizers navigate conversations with businesses and select mural subjects that reflect their communities. These murals will be more than just art—they will serve as public affirmations of love, acceptance, and belonging.

To make this vision a reality, we need your support! Your donation will help us towards our goal of \$10,000 to paint 10 murals across the state. Join us in making these murals happen—donate today and help us spread love and pride where it's needed most!

When you donate by May 21 at midnight, XYZ Art Supply will match your gift dollar-for-dollar!

### EXAMPLE 3 – Friends of Generosity Neighborhood

Before jumping into writing your CTA, break it down into smaller pieces so that you're sure you have the most important bases covered.

- What's the challenge? (Pro tip: if you can't identify a challenge, think about what your ideal goal is or what your audience needs!)
  - Queer elders often lack the same family support that their peers have, leading to loneliness and a lack of connection.
- Why is this important?
  - When we don't have support or regular connection, we decline much more quickly, especially later in life. Every person deserves to feel loved and seen.
- What solution are we providing?
  - We're putting together a team of volunteers to regularly meet with queer elders in the community, providing conversation, free meals, and a monthly movie night.
- How much do we need to raise?
  - \$1,000 will fund the costs of food and transportation.

#### Now, put it all together:

Many queer elders face loneliness and isolation due to a lack of traditional family support. While their peers may have children or extended family to rely on, many LGBTQ+ seniors have been estranged from relatives or never had the opportunity to build those connections. Without a strong support system, everyday life can feel overwhelming and lonely.



Community and connection are essential for everyone, especially as we age. Studies show that regular social interaction improves overall well-being. Every person deserves to feel loved and seen, and queer elders—many of whom have paved the way for LGBTQ+ rights today—should not be left behind!

To address this need, we are organizing a team of volunteers who will meet with queer elders in the community. Through conversations, shared meals, and a monthly movie night, we'll create spaces where they can connect, share stories, and build friendships. To make this happen, we need to raise \$1,000 to cover food and transportation costs. Your donation, no matter the size, will help provide the warmth of community to those who need it most.

Donate by midnight on June 5 and help us reach our goal!