



Fire Truck Pull HOW-TO!

Show Vermont's LGBTQ+ Youth You're Pulling
for Them on Saturday, September 28, 2019



OUTRIGHTVERMONT
making it better since 1989



THIS IS WHY WE DO IT...

At Outright Vermont we believe belonging, equity, and hope make life worth living. But what happens when these are missing from your life? For Vermont's LGBTQ+ youth, it is all too familiar.

Here's the heartbreaking result: 30% of LGBTQ+ youth were bullied in the last month. 48% purposefully hurt themselves in the last 30 days. And in the past year, 33% made a suicide plan, while 18% attempted suicide. **They can't live like this, and we hope you can't either.**

Outright Vermont works each day to transform the lives of LGBTQ+ youth. We connect them to each other, countering the isolation that makes them feel so alone. We help youth foster relationships with caring adults who can support their journey. And we show families, peers, legislators, teachers, and community members how they can create a future where youth thrive as their full, authentic selves.

Every action we take to make Vermont a safe and welcoming home for LGBTQ+ youth shows them a reason to live. **On Saturday, September 28, 2019, you can show youth that you pull for them.** You can carry the weight for a young person who feels alone or out-of-place. You can send a message to LGBTQ+ youth: "I've got you. You matter." **For youth who spend their time on the margins of our communities, seeing Church Street packed with a vibrant crowd of people who are there to see, celebrate and support them is life-changing. In fact, it is life-saving. You can be a part of it all—pull with Outright Vermont.**



SO ARE YOU READY TO PULL?*

Think you've got what it takes?
Let's get started!

*Literally, or figuratively. You don't have to pull the truck
to pull for LGBTQ+ youth!

Are you:

A BUSINESS



Do you want to:

Be a Sponsor

Contact lisa@outrightvt.org for a packet, or find it [online here!](#)

Have a Pull Team

To have a team of 12 pull the fire truck up Church Street, you need to find your 12 pullers, and raise \$3,000 (or more). [Click for details](#) on how to create and promote your Fire Truck Pull Team.

Both!

Good news! Your sponsorship gives you dollars towards your team's fundraising goal. Follow the steps to secure your sponsorship, then create your Team Page. Outright will apply your sponsorship credit to your team!

AN INDIVIDUAL



Do you want to:

Create a Pull Team

To make a team, you need to find your 12 pullers, and work together to raise \$3,000 (or more!). [Click for details](#) on how to create your Fire Truck Pull Team.

Make My Fundraising Page

Do you want to make your fundraising page to get your friends and family giving? [Click here](#) to learn how.

Make a Gift to a Team

Do you have a friend who is raising funds for Outright through the Fire Truck Pull? [Click here](#), select Donate Now, search their name, and help them meet their goal!

Creating a Team

Whether you are creating a team for your business or for a group of friends and family, it works the same!

- 1) Pick your captain. This person doesn't need to pull, but they will be the point person for Outright over the course of event lead-up and pull-day.
- 2) Create your Team Page on the fundraising platform. Any team member can do this. Just be sure to put in your captain as the point person. [Click here](#) to get to the platform, then select "Become a Fundraiser," then choose "Create a Team."
- 3) Set your fundraising goal. You need to raise a minimum of \$3,00 to pull—but you'll never win the trophy for most \$\$ raised that way!!
- 4) Personalize your page with photos, why your team is pulling etc. [Learn how here.](#)
- 5) Invite your team members to join you! You'll need 12 people to pull the truck. You can have unlimited people fundraising for you!
- 6) You'll raise the most \$\$ if your teammates create their own Fundraising Page for your team. That way, it's not just them giving, but their friends and family too! Read all about it on the next page.
- 7) Maximize your momentum! [Read our Pro-Tips](#) for creative ideas to get your team revved up for the big day, and to blow your goal out of the water. Remember, Vermont's LGBTQ+ youth are counting on YOU!
- 8) Questions? Contact Lisa Huttinger, Development Manager, at lisa@outrightvt.org, or 802.865.9677



FIRE TRUCK PULL HOW-TO'S

Creating Your Fundraising Page

Anyone can create a fundraising page for the Fire Truck Pull!

Your personal fundraising page allows you to rally your friends and family. They give to your page (where you can have your own picture and message), and it all goes towards the team's goal!

Are you fundraising for a particular team?

Yes! My friend/relative/place of work has a team! I'm ready to make a difference for LGBTQ+ youth!

If you are supporting a particular team, you'll make your fundraising page under that team. If you are the person that *created* the team, remember—you'll want your personal fundraising page under the team too!)

- 1) [Click here](#), then select "Become a Fundraiser," then choose "Join a Team."
- 2) Search for your team's name, and follow the steps!

No. But Outright's work is really important to me, and I want my friends and family to know why and give!

What if you want to rally folks, but no one you know has a team? That's alright—throw your support behind Outright's Youth Team! Every year, they pull the truck—but we *don't* ask them to raise the \$3,000 minimum to pull. You can help!

- 1) [Click here](#), then select "Become a Fundraiser," then choose "Join a Team."
- 2) Search for Outright Vermont's Team for LGBTQ+ Youth & follow the steps!

THEN...

- 3) Set your personal fundraising goal.
- 4) Personalize your page with photos, why you are pulling etc. [Learn how here.](#)
- 5) Maximize your momentum! [Read our Pro-Tips](#) for creative ideas to get your team revved up for the big day, and to blow your goal out of the water. Remember, Vermont's LGBTQ+ youth are counting on YOU!



FIRE TRUCK PULL HOW-TO'S

Pro-Tips to Set Your Team on FIRE!

How many people on a team?

Each team gets 12 spots for pullers – and trust us, you need every single one. We recommend recruiting:

- At least one really strong “anchor” to be at the end of the rope;
- A motivator to get the team moving, count down to pull, and otherwise pump you up;
- Fairly fit other teammates to help pull the truck – the event is age and ability inclusive, just know it’s an honest-to-goodness fire truck you’re going to be hauling!

How many people can fundraise for a team?

Unlimited!!!

How do I recruit teammates?

Make a list of friends, co-workers, and other social circles of folks who are into creative, fun, team-building kind of events. Then, give them a few reasons why YOU want to make this team happen, why you support Outright Vermont’s work, and why your team is going to bring home the trophies!

This is a competition!

Compete for the coveted Golden Fire Truck Trophies. Team prizes for:

- Best Dressed (costumes, themes, etc.)
- Most Funds Raised
- Fastest Pull Time
- Audience Choice (bring a cheering section!)

And new this year—an Individual Prize for most funds raised!

What does one wear to a Fire Truck Pull?

Any ol’ thing you want! Create a team theme, or dress your firetruck-hauling self to the nines – whatever that means to you!



FIRE TRUCK PULL HOW-TO'S

Pro-Tips to Set Your Team on FIRE!

Find the Heart Strings.

What is important to you about creating safe, supportive spaces for LGBTQ+ youth? Tell folks about it! Do the photos and stories about Camp Outright make your heart melt? Share them! Or maybe you've seen the impact of creating change in schools—Tell folks about it! Connecting what motivates you will motivate friends and family to do the same.

Do the Math!

Not a story teller? No problem! Make it easy for others to give by breaking down the numbers: if just 10 people donate \$50, you'll make your individual goal of \$500 in no time! Is there a milestone coming up for your team? Maybe you need \$175 to break the \$3,000 mark. Who can donate \$35 to get you there? Show how easy it is for everyone to get involved!

Appreciate Out Loud.

It's easy to give when you see others doing it, too! Thanking donors quickly and visibly (if they feel comfortable with that) is a great way to build momentum toward your goal. Did a friend see your post on Facebook and donate? Thank them in the comments! Or maybe they're a person who would really love a call or text? Make it personal!

Ask One-on-One.

Personalize your asks for max impact! Facebook blasts are great for getting the word out, but they can diffuse the responsibility for ACTION! Try asking people directly (start with a loved one)! You'll both be glad you did. Can you think of five people with whom you have a close enough relationship that you could ask in person or on the phone? A direct ask like this – and always asking for a specific amount – is very, very effective.

Make a Deal!

Would you cook a meal for the highest donor? Auction off a wild haircut or a funny photo of yourself? Take karaoke requests for a certain amount and post the video? Put your boundless talents (or embarrassing moments!) to work!

