



TWITCH FUNDRAISING TOOLKIT

60 FOR **365**



ABOUT RAINBOW RAILROAD

Rainbow Railroad is an international organization that helps LGBTQI+ people escape violence and persecution to find a path to safety.

In a time when there are more displaced people than ever before, LGBTQI+ people are uniquely vulnerable due to systemic, state-enabled homophobia and transphobia. These factors either displace them in their own country or prevent them from escaping harm.

As a result of Rainbow Railroad, more LGBTQI+ individuals will be able to access lives free from persecution. Since our founding, we've helped over **3,100 LGBTQI+ individuals find safety** through emergency relocation and other forms of assistance.

Our Work

Emergency Travel Support

Relocating LGBTQI+ people who face immediate danger.

Direct Livelihood Support

Support includes accommodation, medical care, access to essential medicines and relocation to another region of the country.

Partnership Development

Direct capacity building and livelihood support to human rights defenders, organizations and collectives in countries where people are displaced.

Response to Crackdowns

Monitoring and responding to mass detentions and/or arrests of LGBTQI+ persons.

Non-Monetary Networks and Support

Providing essential non-monetary resources and counsel to LGBTQI+ people facing violence and persecution.

Private Sponsorship of Refugees

Arranging for the private sponsorship of refugees and pursuing other complementary pathways to safety.



WHY WE NEED YOUR HELP

60 FOR
365

Over the next 60 days, we are asking for your help to make the next 365 days of our work possible.

In the last 60 days of 2022, help us raise the funds we need to help hundreds of LGBTQI+ people between now and the end of the year, while also building momentum for us to start 2023 with a strong, renewed commitment to helping LGBTQI+ people get to safety. Our mission isn't just relevant during Pride - it matters, 365 days of the year.

We aren't just asking for your financial support. This year, we are also challenging you to bring your community together to support LGBTQI+ folks.

When you start a fundraising campaign, every donation you get as a team will go straight to providing life-saving support for LGBTQI+ people in need.

THE NUMBERS



69

Countries around the world criminalize intimate relationships between people of the same sex.

11

of those countries, these relationships are also punishable by death.

10k

The number of requests for help Rainbow Railroad will receive in 2022.

2,500+

The number of LGBTQI+ people helped in 2022 so far.

3,100+

The number of LGBTQI+ people helped since Rainbow Railroad's founding.

TILTIFY FUNDRAISING

60 FOR
365

STEP
01



Learn About Our Work

Read up on Rainbow Railroad's work so you can convey the importance of our work to your audience and learn something new!

STEP
02



Join Our Tiltify Campaign

Join our Tiltify campaign here and become a part of the 60 for 365 team! Never used Tiltify before? here's some resources to get you started.

STEP
03



Social Media Assets

Here are some great social media assets to assist you in promoting your fundraiser. Post about #60for365 on social media to attract your community members! Follow us on socails for more shareable content (@RainbowRailroad)

STEP
04



Connect with your community

Talk to your community about Rainbow Railroad's work during your stream! Let them know about the #60for365 campaign and how they can support it.

STEP
05



Thank you's!

Your community took the time out of their day to support your fundraiser - be sure to thank them for living their values by standing up for LGBTQI+ rights!



@RainbowRailroad

YOUR IMPACT

Do YOUR part in supporting LGBTQI+ people facing persecution

As a leader or ally of the LGBTQI+ community, we need your support to make the next 365 days of our work possible. Here is the impact you could have:



\$500

One Month of Financial Assistance

Rainbow Railroad we can use these funds to support an LGBTQI+ refugee with financial assistance for one month.



\$1,000

Shelter for an LGBTQI+ Refugee

Rainbow Railroad we can use these funds to provide a space in a shelter for an LGBTQI+ person in need fleeing from crisis.



\$5,000

Evacuation Services

Rainbow Railroad can use these funds to help evacuate an LGBTQI+ person from a dangerous situation abroad.



\$10,000

Relocate a LGBTQI+ Refugee

Rainbow Railroad can use these funds to help facilitate the full resettlement of one LGBTQI+ person.

Every dollar raised provides support to our mission - helping more LGBTQI+ people escape persecution and violence. We are so grateful to count you in as a supporter and champion of our cause.

If you need any assistance with setting up your fundraiser or messaging please reach out to:

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