THANK YOU so much for helping us fundraise for Jaya! As of 10/4 we are halfway towards our goal! Below you'll find everything you need to share this widely through your networks. We are raising **5K for Jaya by 10/31** to help her cover her gender affirming surgery costs.

Donation Link
bit.ly/funds4jaya

Pay Handles
@verooo000 (venmo / paypal)
$verooo000 (cashapp)

*** vero will be collecting funds and sending directly to Jaya, last 4 phone digits 3788 ***

Toolkit Link (to share this document)
https://bit.ly/funds4jayatoolkit

Images Folder
https://drive.google.com/drive/folders/1A7tA-jXGGorXNO-1bhs8i6WVXDVuEM_g?usp=sharing

Original Sample Caption
Help us raise $5K this month to help Jaya pay for her upcoming gender affirming surgery. Jaya is an artist and formerly incarcerated trans woman sex worker living in the NYC shelter system. Let's get her the funds she needs to cover her surgery costs and recovery.

Please donate to Jaya's gofundme (link in bio) or to one of these pay handles: @verooo000 (venmo / paypal) $verooo000 (cashapp). Any amount helps Jaya get closer to paying for her surgery.

Show more support by sharing this post and links widely through your networks. We need as much help as we can to meet our goal this month, help us to make this go viral! Support us in fundraising efforts by using our toolkit: bit.ly/funds4jayatoolkit.

Donate here: **bit.ly/funds4jaya**
Plug in here: **bit.ly/funds4jayatoolkit**

Sample Direct Asks
Shorter versions
Hi ____, We are fundraising 5K for Jaya, can you help us by sharing this post to your stories and with your friends or donating if you're able? Thanks for your support! **Include social media post for them to share**

Hi ____, thank you so much for showing Jaya support through your donation. Can you take a moment to share her fundraiser to your social media to help us signal boost this? It makes a world of difference. You could also ask friends to match your donation and increase your support! Appreciate you so much.

Longer version
Hi ____, I want to bring your attention to our fundraiser for Jaya. We are raising $5K for her to cover gender affirming surgery costs.

Jaya is an artist and formerly incarcerated trans woman sex worker living in the NYC shelter system. Let's get her the funds she needs to cover her surgery costs and recovery.

If you or someone you know is able to contribute financial support for Jaya, your donation is immensely appreciated! Every donation counts as we continue to support her through this time.

Financial support for Le can be sent to:
bit.ly/funds4jaya
@verooo000 (venmo / paypal)
$verooo000 (cashapp)

If you are not able to donate at this time, please consider making a donation once you are able and share this fundraiser amongst your networks, whether individually or through social media. Sharing a fundraiser will increase the likelihood of a donation by up to 3x.

If you want to help us fundraise, feel free to use this toolkit (**https://bit.ly/funds4jayatoolkit**) to help get you started. It has our images, captions and asks you can copy-paste, and all the donation links.

Thank you for taking the time to learn more about Jaya and our fund to support her!

With gratitude,
_____

Fundraising Tips & Tricks

1) Working with **IG algorithms** (add variety to post, using multiple slides, selfies help circulate, keep pushing)
2) **Signal boosting / commenting / sharing** as much as you can (sending this through DMs, comment and like everytime you see it)
3) Post on your story how much you donated, ask your followers to **match your donation**.
    a) You can also use strategies like this fundraising bingo card, and ask your followers to send screenshots of their donations

4) For IG you can use this tool for clean line breaks on your captions https://www.apps4lifehost.com/Instagram/CaptionMaker.html
5) If you're not on IG or socials, you can still help! **Direct messages (texts, emails, etc.)** to your networks help push our fundraiser forward. Feel free to use the sample text above.
6) If you are an artist / maker / service provider and want to include a **raffle or sell your work for Jaya**, this is an amazing way to secure support!
    a) If you're doing a raffle and collecting donations on the fundraiser's behalf, please be transparent about total contribution/donations you collected. You can send this info to Vero (323-696-1128 via signal) or the fundraising anchor you are in touch with.