



# SUPPORT THE ARQUIVES

2024 PEER-TO-PEER  
FUNDRAISING TOOLKIT

THE ARQUIVES

# TABLE OF CONTENTS

- 3 Thank You
- 4 Why The ArQuives Needs Your Help
- 5 How to Start a Fundraiser
- 9 Fun Facts About The ArQuives
- 11 Fundraiser Template
- 12 Message Templates
- 18 FAQ
- 19 Citations

# THANK YOU

Thank you for being here! We are thankful for your support and interest in fundraising for The ArQuives. The ArQuives is a community-funded organization that relies on donations for programming, storage space, and supplies to safeguard the collection.

The ArQuives supports Peer-to-Peer fundraising on various platforms, including Facebook, Instagram, and CanadaHelps. This Toolkit contains everything you need to get started. We have included tips, messages, and FAQs to streamline the experience as much as possible.

From birthday fundraisers to year-end campaigns or special projects, The ArQuives is grateful for your support year-round.

While we hope this document contains all the answers to questions you might have, please feel free to contact us (see FAQ on [page 18](#)) if you have any questions or concerns.



# WHY THE ARQUIVES NEEDS YOUR HELP

The ArQuives is community-funded, and any money you raise will help Keep Our Stories Alive! The ArQuives will use the funds to focus on collecting new material, processing what comes in, giving researchers and the community access to the collection, and creating new programming and workshops for the community to enjoy.

**\$20**

buys one specially designed acid-free archival box to keep records safe

**\$25**

digitizes and preserves 14 photographs

**\$75**

trains up to 5 dedicated volunteers

**\$100**

funds a presentation for a high school or GSA

**\$300**

processes and preserves 120 artifacts

**\$450**

funds a community workshop for 20 participants

**\$2,400**

brings our collection to life through a Digital Exhibition

**\$3,000**

hires a skilled curator to develop an exhibition in our space

**\$40,000**

Keeps the Reading Room accessible 3 days a week all year round

**\$60,000**

contributes to the development of our Online Collection Database, making our collection accessible to a global audience

# HOW TO START A FUNDRAISER

## #1 SET YOUR GOAL

The first step is setting a fundraising goal. We suggest a goal of \$200. Once you reach this goal, you can increase it to raise even more money!

**TIP:** If you have the capacity, consider making the first donation! This shows your community you are invested as a supporter and a donor.

## #2 TIMELINES

Set the amount of time you will be fundraising. If you are fundraising as part of a campaign (like Pride Month or End of Year), consider when The ArQuives' campaign ends. If you are fundraising for a birthday or anniversary, set your timelines to match your event.

**TIP:** Find a happy medium – not too short or too long!

## #3 TELL YOUR STORY

Why are you passionate about The ArQuives? The story you tell about why you have chosen to fundraise for The ArQuives will pull people in and encourage them to donate. Consider making it a personal story, and don't shy away from emotion – people want to know why you care about The ArQuives before they donate.

## What kind of stories do you want to tell?

- I like to volunteer because...
- I contributed to processing [#] of collections...
- I donated material because...
- It's important to see myself in the collection because...
- I first found The ArQuives when I visited in [date] for [Programming/Research]...

## Think about...

- Why you love LGBTQ2+ history and stories
- Your own experiences visiting The ArQuives
- The importance of one (or all) of our collections
- A time you participated in a workshop and how you benefited
- One of your visits to an onsite or digital exhibition and what you learned
- Your experience as a volunteer at The ArQuives

**TIP:** Stress the need! The ArQuives depends on fundraising – connect yourself to The ArQuives with a personal story.



# #4

## PLATFORMS

Choose your fundraising platform and set it up. Be sure to customize and personalize your page!

Some platforms you can use:

- [CanadaHelps](#)
- [Instagram](#)
- [Facebook](#)

**TIP:** Using CanadaHelps means your friends and family members will be able to receive tax receipts for their donations!

Setting up a CanadaHelps fundraising page takes a bit more time, but they make things very easy for you.

1. Create a (free) [CanadaHelps Account](#)
2. Click Fundraise on the main menu bar and select "Create a Fundraiser" from the drop-down menu
3. Search for The ArQuives and select "Add charity" when you see us
4. Select your Fundraising Type and pick a title, or select one from the list
  - a. *Help Keep LGBTQ2+ Stories Alive*
  - b. *Keep the Record Queer*
  - c. *Your Community, Your history*
5. Enter your fundraising goal
6. Create a Fundraising Story - a personal message and a fundraiser description (a template is available on [page 11](#))

**TIP:** Use more than one platform to reach the different audiences in your network.

# #5

## ACTIVATE YOUR NETWORK

Fundraising is about reaching out to our networks. Consider how you will reach out to the different types of people in your community, including family, friends, and co-workers. Send your messages via social media, email, and text messages.

**TIP:** Get personal with your contact list. Ask a select number of your closest family and friends to consider donating before announcing your campaign. Your close friends and family are more likely to donate, so getting them involved at the start will show your network that people are already supporting your efforts and will be more likely to donate.

**REMEMBER:** When contacting your networks, please respect their communication preferences and ensure you have permission to contact them. Adapt and respect their requests not to be contacted if they have communicated that desire with you.



# FUN FACTS ABOUT

# THE ARQUIVES

- The ArQuives is one of the largest LGBTQ2+ archives in the world
- The ArQuives depends on community support, as we do not receive any operational funding from any level of government
- Founded in 1973 and granted charitable status in 1981, The ArQuives became the first LGBTQ2+ charity in Canada
- Researchers and community members visit The ArQuives from around the world
- At The ArQuives, primary source educational resources are available in both English and French for educators



## BY THE NUMBERS

- The ArQuives holds over **48,000** records across **253** collections
- The ArQuives holds over **27,000** titles in our library
- The ArQuives holds over **6,000** artifacts in our collection
- The ArQuives has over **30** digital exhibitions that are available 24/7
- Over **1,000** researchers use The ArQuives each year
- The ArQuives facilitates tours for over **200** people each year





## RECENT PROJECTS

- Nuit Blanche immersive installation [\*Love Across Distance\*](#) (2024)
- Exhibition: [\*Meet Me In Leather\*](#) (2024)
- Educational Resources and *Out North* [\*translated to French\*](#) (2023)
- [\*Educational Resources\*](#) for High School Educators (2022)
- Publication: [\*Out North\*](#) (2020)
- [\*Trans Collections Guide\*](#) (2019)



## 2024 WORKSHOPS AND COMMUNITY EVENTS

- [\*Zine Making Workshops\*](#)
- [\*Button Making Workshops\*](#)
- [\*Processing LGBTQ2+ Histories Workshop\*](#) with Storytelling Toronto
- [\*Let's Talk About Kink Workshop\*](#): part of our *Meet Me In Leather* exhibition
- [\*Monthly tours\*](#) of The ArQuives and Church-Wellesley Village led by our dedicated volunteers
- 10+ [\*Queer Trivia Nights\*](#) each year, organized by our quizmaster volunteers

# FUNDRAISER TEMPLATE



## FUNDRAISING STORY: A PERSONAL MESSAGE

Consider writing a personal story, and don't shy away from emotion. People want to know why you care about The ArQuives before they donate. What kind of stories do you want to tell?

- Why you love LGBTQ2+ history and stories
- Your own experience visiting The ArQuives
- The importance of one of our collections
- Participation in a workshop
- A visit to an onsite or digital exhibition
- Your experience as a volunteer
- "I first found The ArQuives when I visited in [date] for [Programming/Research]"



## FUNDRAISER DESCRIPTION

Write 50-100 words about your fundraiser project. Here's an example:

*"I'm fundraising for The ArQuives: Canada's LGBTQ2+ Archives! This incredible organization is dedicated to preserving and sharing LGBTQ2+ history. Your donation will help Keep Our Stories Alive, ensuring that vital community programming can continue and our rich heritage is safe and accessible for everyone. Celebrate our history – every contribution makes a difference to the future of The ArQuives!"*

# MESSAGE TEMPLATES

## Time to get going!

We've created five pre-written messages for your fundraising efforts to cover you from start to finish. Copy, Paste, and Go! Feel like crafting your own message? Keep it short, personal, and make sure it is clear why you are invested in The ArQuives' mission.

We've also created some handy graphics that you can use in your social media posts and in your emails. You can find them in our [Google Folder](#).

## ANNOUNCEMENT #1: KICK OFF

**WHEN TO SEND:** Right when you start! It's time to get the word out. Announce that you're fundraising for The ArQuives and why it is essential to you. Share with everyone and ensure everyone knows why you are passionate about The ArQuives.

**TIP:** Copy and paste from [Google Docs](#) and [find graphics](#) for your fundraising.

## Email

**Subject:** Let's Work Together to Keep Our Stories Alive

**Body:** Hi, *[Name]*! I hope this finds you well. I'm excited to announce that I've become a supporter of The ArQuives: Canada's LGBTQ2+ Archives and could really use your help. I hope to help The ArQuives raise *[Goal Amount]* as part of their *[Project Purpose/Goal]*.

The ArQuives is a community-funded organization that relies on the support of large and small donations to keep the doors open and LGBTQ2+ history accessible to Canadians. With every donation, The ArQuives gets a little closer to their fundraising goal.

Want to help Keep Our Stories Alive? Please visit my fundraising page at *[URL]* to donate right now!

*Continued...*

Want to make an even larger impact? Consider becoming a monthly supporter by visiting The ArQuives Canada's Helps Page:

<https://www.canadahelps.org/en/charities/thearquives/set-the-record-queer>.

You can also become a fundraiser yourself – set your own personal fundraising goal and get fundraising!

I understand that not everyone has funds for donations right now. No worries. You can support my fundraising and The ArQuives by forwarding this email to your friends and family to help get the word out.

Thanks so much for your support to Keep Our Stories Alive!

## Facebook and Instagram

Hey friends, I'm fundraising to help @thearquives raise funds to help them *[Project/Goal]*. Please donate and share far and wide:

<https://arquives.ca/settherecordqueer>

**Hashtags:** #SetTheRecordQueer #KeepingOurStoriesAlive

## Text

*[Name]*, I've signed on to help The ArQuives raise *[Goal Amount]* for their *[Project Name]*. Please help me by donating today:

<https://arquives.ca/settherecordqueer>



## ANNOUNCEMENT #2: MIDWAY CHECK-IN

**WHEN TO SEND:** Halfway to your goal! It's time to check in with folks and give them a little nudge to your fundraiser. If you hit your goal before the halfway mark on your timeline, now is the time to increase it and promote your new target number.

**IF YOU HAVEN'T HIT YOUR GOAL:** try reaching out to 10 close friends one-on-one. Be specific about what you're raising money for and why it's important to you.

**TIP:** Copy and paste from [Google Docs](#) and [find graphics](#) for your fundraising.



### Email

**Subject:** We're halfway there—[\$ Amount] more to go!

**Body:** [Name], I've got great news—I'm halfway to reaching my personal fundraising goal of [Goal Amount] raised for The ArQuives! Amazing, right? All the money raised will help The ArQuives [Project Purpose/Goal]. Will you help me move the needle forward with a donation? Visit <https://arquives.ca/settherecordqueer> today.

If The ArQuives' mission to safeguard LGBTQ2+ history is near and dear to your heart like it is mine, consider becoming a monthly supporter or starting your own fundraising page to help them reach their goal more quickly! Plus, it's a great way to leverage your awesome social media networks for a good cause (but keep those memes coming, please!).

Thank you for your support in Keeping Our Stories Alive!

### Facebook and Instagram

We're halfway there! Only [\$ Amount] more to go to meet my fundraising goal to help @thearquives [Project/Goal]. Help me get all the way there and share/donate today: <https://arquives.ca/settherecordqueer>

**Hashtags:** #SetTheRecordQueer #KeepingOurStoriesAlive

### Text

[Name], guess what? I'm halfway to meeting my fundraising goals for The ArQuives! Please help by donating today: <https://arquives.ca/settherecordqueer>

## ANNOUNCEMENT #3: LAST PUSH



**WHEN TO SEND:** Last few days of fundraising. It's time to remind folks of your deadline! Give a little push to the procrastinators and a nudge to those who didn't get a chance before now. Show some urgency as your deadline approaches.

**TIP:** Copy and paste from [Google Docs](#) and [find graphics](#) for your fundraising.

### Email

**Subject:** I'm close to my fundraising goal—will you help me reach it?

**Body:** Hi, *[Name]*! Can you believe it? I've raised *[\$ Amount]* for The ArQuives to help *[Project Goal/Purpose]*, and I'm only *[\$ Amount]* away from reaching my fundraising goal. If you haven't donated yet, please consider donating now!

If you've already donated—thank you! Please consider one more gift—share this link: <https://arquives.ca/settherecordqueer> with your family, friends, and social networks. Imagine how much more can be done for The ArQuives if everyone joins in.

### Facebook and Instagram

I've already raised *[\$ Amount]* to help @thearquives reach its fundraising goals! There's only *[#]* day[s] left, and I need your help to reach my goal. Share/donate now!  
<https://arquives.ca/settherecordqueer>

**Hashtags:** #SetTheRecordQueer #KeepingOurStoriesAlive

### Text

*[Name]*, I've already raised *[\$ Amount]* to help The ArQuives, and I've almost reached my goal. There's *[#]* day[s] left, and I need your help. Donate now!  
<https://arquives.ca/settherecordqueer>

## ANNOUNCEMENT #4: GOAL REACHED OR END OF CAMPAIGN

**WHEN TO SEND:** When you finish or when you reach your goal. This last email is to celebrate the end of your campaign and/or say that you've reached your goal. Stay positive, thank people for their support and donations, and share their impact on the campaign and The ArQuives.

**TIP:** Copy and paste from [Google Docs](#) and [find graphics](#) for your fundraising.

### Email

**Subject:** We did it!

**Body:** Dear, *[Name]*! With your incredible support, I raised *[\$ Amount]* for The ArQuives! I can't thank you enough. These donations will ensure that vital community programming can continue and our rich LGBTQ2+ heritage is safe and accessible for everyone - that's a huge deal. I hope you feel proud of your contribution because I truly appreciate it.

I hope we can continue to help community organizations like The ArQuives reach their fundraising goals. Change happens one person at a time, and I'm thrilled we were able to make a difference together in preserving LGBTQ2+ history in Canada and Keeping Our Stories Alive.

Until next time!

### Facebook and Instagram

We did it! Thank you to everyone who helped me raise *[\$ Amount]* for @thearquives. Community needs to support each other and change happens one person at a time. I'm so thrilled that we were able to make a difference together. Look what we did:

<https://arquives.ca/settherecordqueer>

**Hashtags:** #SetTheRecordQueer #KeepingOurStoriesAlive

### Text

*[Name]*, thank you! I've raised *[\$ Amount]* for The ArQuives. I'm thrilled we could make a difference together and support LGBTQ2+ history. Look what we did:

<https://arquives.ca/settherecordqueer>



## ANNOUNCEMENT #5: THANK YOU

**WHEN TO SEND:** One week after the campaign has ended. This is a final “thank you” to donors who helped you reach your fundraising goal.

**TIP:** Copy and paste from [Google Docs](#) and [find graphics](#) for your fundraising.

### Email or letter

Dear *[Name]*,

We did it! Thanks to your support, I met my fundraising goal of *[\$ Amount]* for The ArQuives. Every dollar helps keep LGBTQ2+ history accessible to the public and showcases the incredible work done by individuals and community organizing. How amazing is that?

Having my friends and family join me in raising money for such a great cause felt so good. Reaching this goal is a testament to the power of social fundraising and how we can all work together toward a common goal. I hope you feel great about your contribution because I couldn't have done it without you.

I hope we can work together in the future to support community building and protect LGBTQ2+ history.

We Keep LGBTQ2+ History Alive!



# FAQ

## WHO ARE YOUR FUNDERS, AND HOW IS THE ARQUIVES FUNDED?

The ArQuives receives no operational funding; however, we have many generous donations from individuals and some government grants and foundational support for specific projects.

## HOW COULD I VOLUNTEER, AND WHAT WOULD I BE ABLE TO HELP WITH?

Please contact The ArQuives if you have questions about volunteering, or you can sign up using this [online form](#). Volunteers participate in every area of the organization. From working directly with the collection to being exhibit curators, helping with social media, engaging with communities, and providing programming – our dedicated volunteers do it all.

## HOW CAN I DONATE MATERIAL TO THE COLLECTION?

Email our Collections team at [archivist@arquives.ca](mailto:archivist@arquives.ca) to discuss a possible donation of books, papers, photos, artifacts, etc. In some cases, we will be able to issue a tax receipt for the value of your donation. You will be asked to sign some paperwork (a deed of gift) for the items. Considering the gaps in our collections, we especially welcome Black, Indigenous, people of colour, and trans-related materials, though everything is welcome. [Our website](#) has more information on how to donate.

## HOW DO I SET UP TIME TO DO RESEARCH OR SEE SOMETHING FROM THE COLLECTION?

Email our Reference Archivist at [queeries@arquives.ca](mailto:queeries@arquives.ca) and let us know what you are interested in looking at. If you need some help narrowing down your list or searching [our database](#), reach out, and we can help!

## WHY DID YOU CHANGE YOUR NAME FROM THE CANADIAN LESBIAN AND GAY ARCHIVES?

Our membership voted to change our name in 2018. Our name did not match our mandate to collect from all LGBTQ2+ communities, and the community was keen to see a change. The name of The ArQuives was decided on after broad consultation with our communities and much discussion with volunteers, donors, and researchers.

## ARE YOU JUST AN ARCHIVE?

Although our name may suggest that we are just an archive, we have operated as a library, archive, and museum space for over 20 years. While our archival collection is the largest of the three, we proudly boast that we have the most extensive LGBTQ2+ library and artifact collection in Canada.

# CITATIONS

**Cover:** James Fraser wearing Canadian Gay Archives (now The ArQuives) T-Shirt by Alan Miller, 1982.

**Cover:** Canadian Gay Archives (now The ArQuives) members James Fraser and Joan Anderson. Gerald Hannon.

**Cover:** Colour Negatives. Khush: South Asian Gay Men of Toronto fonds. Anthony Mohamed.

**Page 2:** Demonstration on Parliament Hill. Part of the National Gay Conference held in Ottawa. June, 1975. Gerald Hannon.

**Page 3:** Queer Trivia Night selfie with The ArQuives Community Engagement Committee and trivia attendees!

**Page 6:** Artist Jordan King and The ArQuives Volunteer Coordinator Jade Nelson. ONSTAGE/OFFSTAGE installation, The ArQuives. 2023.

**Page 7:** Colour Negatives. Khush: South Asian Gay Men of Toronto fonds. Anthony Mohamed.

**Page 8:** Group portrait of Gay Asian members, Pride March in Toronto, 1981. Norman Taylor and Richard Fung.

**Page 9:** Grupo Latino HOLA float dancers at Toronto Pride Parade, 2003. R.J. Martin.

**Page 11:** Lesbian and Gay Pride March Toronto, 1981. Norman Taylor.

**Page 13:** Drag queen performer with spot light. Eric Turner and Sascha Mackenzie.