**GSA REGISTRY CAMPAIGN TOOLKIT 2020**

**BUILDING VIRTUAL COMMUNITIES FOR TQ YOUTH OF COLOR**

**Sample Outreach Emails**

Any time you communicate with your base, it’s important to remember who your audience is, what you want them to know, and what action you want them to take. If your base includes both students and advisors, remember to slightly tailor your message and send a separate email to each audience. It’s best to avoid trying to lump audiences together, though you may sometimes do so if you want them to take the same action or you may have to if you don’t have a clear way to separate, or segment, your contact list. There are other ways you may want to segment your contacts, for example, you might send an email to GSA club contacts that were previously registered and send a separate email to those who you want to invite to register for the first time.

We have included two sample emails below for you to copy and customize. These can be used for GSA club contacts that registered last year as well as individuals who have previously not registered. *Please refer to our Website & Links section of the toolkit for all of the links to different webpages referenced in the sample emails.* These samples can be adapted as you see fit. ***You know your audience best!***

***Sample email for previously registered GSA clubs***

Dear \_\_\_,

We know that building community is more important now than ever before. As we start a new school year in a virtual environment, we’re here to support you in taking your GSA club online.

**Register your GSA club with GSA Network** to join a network of powerful LGBTQ+ youth activists who are taking their GSAs online to restore our community in a moment when we are all looking for a place that affirms your identity and experiences, uplifts your spirit, and promotes self and community care.

In addition to joining this national network, you will also continue to get our support with [insert information about your organization’s programs]. *If you registered in past years, please remember to register again at the start of every school year to let us know your club is still active and keep getting support.*

***GSA clubs that register by October 23rd*** *will receive free stickers from the National Trans Youth (TRUTH) Council. More details about the stickers will be shared later in the campaign.*

After you register, visit and bookmark GSA Network’s [**Virtual GSAs In Action**](https://gsanetwork.org/resources/virtual-gsas/) for new resources, curriculum, and virtual training events. You can also start to download digital copies of GSA Network’s [**Annual Resource**](https://gsanetwork.org/resources/annual-resource/) and [**2020-2021 Calendar**](https://gsanetwork.org/wp-content/uploads/2020/08/2020-2021-AR-Calendar-.pdf) **of Events**. The calendar has important dates to keep in mind as you organize and kick-start your club, like LGBTQ+ History Month and [**#GSADay4GJ**](https://gsanetwork.org/resources/gsaday4gj-gsa-day-for-gender-justice/).

We know that GSA organizing this school year will be unlike any other. We’re here to support you! Questions? Email: [insert staff member name and email]

Sincerely,

[Insert Staff Member Name & Title]

[Insert Org Name]

***Sample email for students and advisors interested in starting a Virtual Community GSA***

Dear \_\_\_\_\_\_\_,

We know that building community is more important now than ever before. As we start a new school year in a virtual environment, we want to invite you to consider starting a Virtual Community GSA to connect with other trans and queer students in your school or local community.

**What is a Community GSA?** Traditionally, GSAs are school-based clubs that bring together students and organize activities on campus. A Community GSA allows students to expand beyond their schools and bring together youth from across their community. Similar to a school-based GSA club, a Community GSA can be a space to socialize, find support, and build your activism. As many students across the country are now learning in remote environments, GSA Network will support trans and queer youth in creating Virtual Community GSAs.

**Register with GSA Network** to join a network of powerful LGBTQ+ youth activists and educators who are building virtual communities to restore our community in a moment when we are all looking for a place that affirms your identity and experiences, uplifts your spirit, and promotes self and community care.

In addition to joining this national network, you will also continue to get our support with [insert information about your organization’s programs].

After you register, visit and bookmark GSA Network’s [**Virtual GSAs In Action**](https://gsanetwork.org/resources/virtual-gsas/) for new resources, curriculum, and virtual training events. You can also start to download digital copies of GSA Network’s [**Annual Resource**](https://gsanetwork.org/resources/annual-resource/) and [**2020-2021 Calendar**](https://gsanetwork.org/wp-content/uploads/2020/08/2020-2021-AR-Calendar-.pdf). And if you register by Friday, October 22nd you will receive free sticker art from [**Our Trans Truth**](http://ourtranstruth.org) later this fall.

We know that this school year will be unlike any other. We invite you to join GSA Network and [Insert Org Name] to get support and build community. Questions? Email: [insert staff member name and email]