



2017 CHAPTER CONFERENCE FRIDAY TRAINING SESSION



WELCOME. HAPPY FRIDAY!

Watch Isaac Video:

<https://youtu.be/vipx4VOMm68>



AGENDA

| FRIDAY | TOPIC | PRESENTER |
|----------------|---|-------------------|
| 8:00 – 9:00 | Debrief on event, on personal connections and conversations | Pam and Elizabeth |
| 9:00 - 10:00 | Donor cultivation and stewardship | Erin Markuson |
| 10:00 - 10:10 | break | Break |
| 10:10 - 11:45 | Leading a personal giving circle | Blake Strasser |
| 11:45 – noon | Grab Lunch box | break |
| noon - 1:00 PM | lunch and prep for TV Interview | Laura Keller |
| 1:00 – 2:00 PM | November Brand Campaign | Brian |
| 2:00 - 2:45 PM | Tool Box (press release, videos) | Brian |
| CLOSE | GOA celebrate me home | Pam |



SIGNATURE EVENT DEBRIEF

ABOUT LAST NIGHT

Macro [flip chart]

- Let's do the numbers
- Do more of, do less of

Meaningful, Sticky Conversations

- What can be leveraged / borrowed in your own chapter market?
- How did the See, Think, Do conversations go?
- Any change to hear or tell a "Sticky" story

PHEW, EVENT is OVER

The thing is The Event is just
the BEGINNING of the relationship ...
WE'VE ONLY JUST BEGUN

The ENGAGEMENT Ladder

LIFELONG RELATIONSHIPS

SUSTAINABLE FUND RAISING

reputation

high/strong

TRUST

PLEDGE

referral

COMFORT

DONATION

conversation

INTEREST

LISTEN & INVOLVE

dialogue

INTRIGUE

EMOTIONAL HOOK

response

IRRITATION

noise

DISDAIN

spam

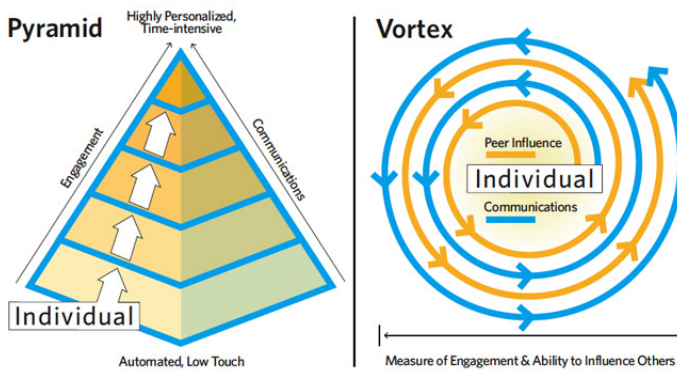
relationship

no/low

no/low

@ copyright 2012 Solution

Donor Engagement Models



7 TIPS to ENGAGING DONORS

DONOR STEWARDSHIP WORKSHOP



Stewardship: It's a Journey!

Erin A. Markuson, CFRE
Director of Major Gifts

April 28, 2017



Stewardship: It's a Journey!

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Director of Major Gifts

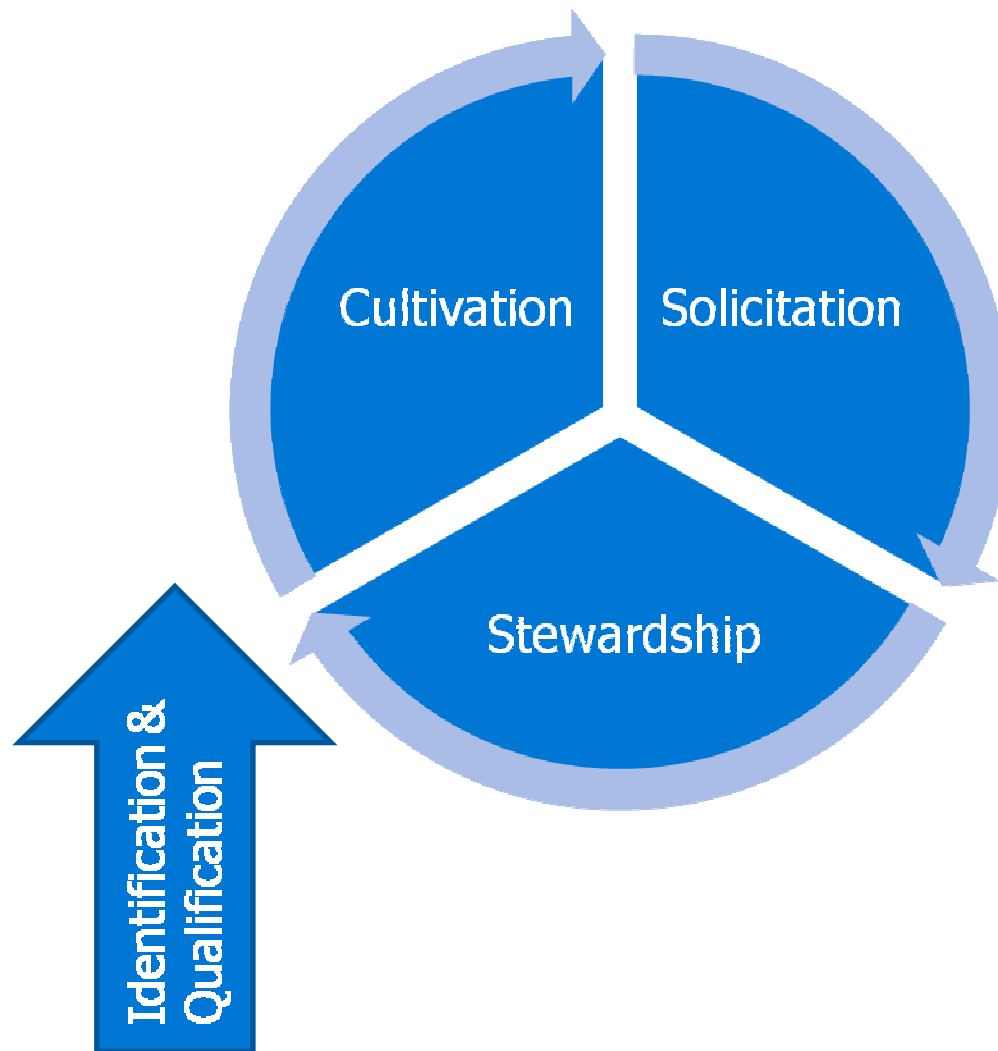
April 28, 2017



Background



Donor Cycle



Stewardship is a process

- Acknowledge gift
- Share impact
- Recognition
- Get creative
- **ALWAYS** make it personal



Step 1: Acknowledge Gift



Step 2: Share Impact



Step 3: Donor Recognition



Get Creative!



Get Creative!



ALWAYS Make it Personal

Watch Alexandria (pt1)

Video:

<https://youtu.be/DWuM0cAf9Mk>



Watch Alexandria (pt2)

Video:

<https://youtu.be/b39UtaPhwk8>

Keep It Up!

- Year-round
- Casual touchpoints
- Annual Impact Report

Ann & Robert H. Lurie
Children's Hospital of Chicago®



Philanthropic Impact Report

During our last fiscal year, 47,542 donors like you contributed \$47.5 million in support of our mission. Your generous philanthropic support last year provided help and hope for more than 174,000 children who turned to us for care. Because you made giving to Lurie Children's a priority, more children have the best chance for a brighter, healthier future. Thank you!



Did you know? Lurie Children's received a significant honor when it was granted its fourth consecutive Magnet designation by the American Nurses Credentialing Center, the first children's hospital to do so. Magnet hospitals are recognized for their outstanding environment for professional nursing, including excellent patient-to-nurse ratios, innovative and active nursing research programs and clinical governance that thrives on the input of staff nurses. **Lurie Children's was the first pediatric hospital in the nation to receive this prestigious honor in 2001.**

Case Study

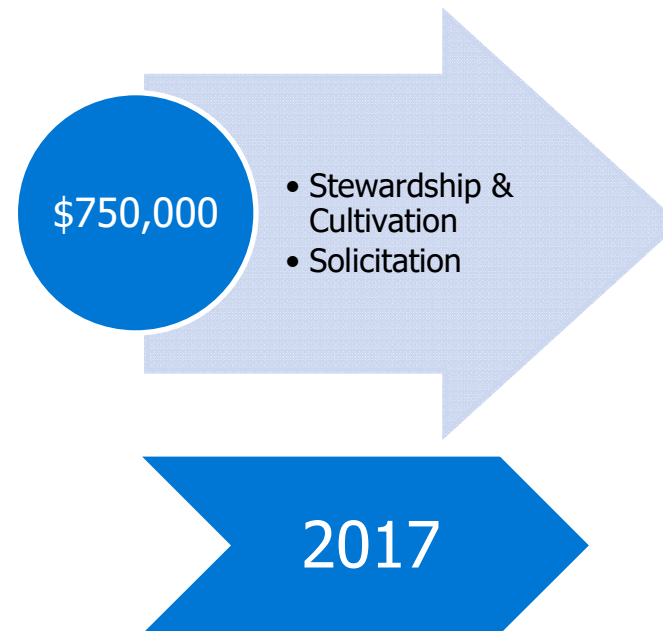


Partnering with Donors: It's a Journey



11 Years Later

- \$625,000 lifetime giving
- Deep relationships with medical center leaders
- Understand depth and breadth of the division



Discussion



Discussion

- What are the barriers to good stewardship?
- How can you overcome these barriers?
- What kinds of questions should we ask donors?
- How do you move toward solicitation?



Who is Responsible?

Everyone!

Make a Game Plan

- Acknowledge Gift
- Share Impact
- Recognize Donors
- Get Creative
- Make it Personal
- Year 'round



Resources

- *Donor Centered Fundraising* by Penelope Burk
- *Passionate Giving Blog* by the Veritus Group
- *Fundraising Fundamentals* online resource of the Council for Advancement and Support of Education (CASE)
- *A Donor Bill of Rights* available online from the Association of Fundraising Professionals (AFP)

Questions?



10 Minute BREAK



Eliana. Adopted from U.S.A. Grant awarded October 2014. to Monika & Paul of Madison, WI

Eliana will grow up in a stable home free of substance abuse. She would have ended up in the foster care system at birth if we had not been there to adopt her.

Maximizing your Personal Fundraising



Welcome our presenter, **Blake Strasser**

Blake has more than 14 years of experience in coaching individuals who wish to navigate through the fundraising gauntlet

... and find a way to engage others in having an impact and changing the world for others.

Personal Fundraising Power

Maximizing your personal fundraising

Goal setting – you need two!

Why those goals?

Your list – aka everyone you know in the entire world

Is there anyone you should leave off?

How does this make you feel?

Break down your list – the big, the bad and the rest

Get personal – It's scary, but it works!

Party!

Put it in writing

Follow up, follow up, follow up

Get social – but not until later

Strangers with candy

Personal Fundraising Power

Maximizing your personal fundraising

Frosting on the cake – it's unlimited and fun, but...

The Frosting Diet – It can work!

Creating and growing a successful event, or even event calendar!

Who are “your people”?

Who are you lacking?

What makes your event unique?

Keep it simple - too much is simply too much.

Who is your team?

Who is your team lacking?

Who do you need to hire?

Getting the money!!!

Follow up, follow up, follow up

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WORKING LUNCH

Preparing for your TV Interview



Media Interview Prep

Recipe for Success

Media is looking for a story that is:

- Interesting and compelling
- Targeted - for the audience of the media you are speaking to
- Timely

What media wants from you:

- New information
- Explanations
- Interpretation
- Perspective
- Honesty

The Game Plan

- Research
- Confidence
- Control

Gather the Facts

GOA team to conduct research and prepare detailed interview outline which includes:

- Story focus
- Key messages
- Interview details and logistics
- Anticipated questions and suggested talking points
- Background information on the media outlet and interviewer

Key Message Development

Key messages should address:

- What I want this audience to remember from this interview
- What action I want them to take

Key Messages should be delivered:

- Using no more than three messages and delivered in about 30 seconds
- Prepared and memorize and tailored to your voice
- Positively and honestly
- Frequently → the more times the reporter hears your messages, the more likely the messages will be remembered

GOA Key Message

- Gift of Adoption is a volunteer-driven charity that provides financial assistance to complete the adoptions of parentless children born in the U.S. and around the world.
- Our goal is to make more adoptions possible and give as many children without families a life they otherwise may not have known.
- Through Gift of Adoption, everyone can make an impact. You don't have to adopt to give a child a family. A donation to Gift of Adoption gives a child a permanent family and a chance to thrive.

Key Questions

- Tell me about Gift of Adoption.
- How did you decide to get involved and how has adoption touched your life?
- Can you tell me more about the need?
- Can you discuss the grants and how you select recipients?
- What impact has GOA had?
- How can people get involved?

Interview Prep Materials

Interview Outline



M Magazine

Contact: Joan Kazan, Reporter, M Magazine
Email: jkazan7@gmail.com

Format: Phone Interview

When: 11 am – Tuesday, September 13, 2016

Where: Reporter to call Linda at [762-638-8025](tel:762-638-8025)

Interview Overview

This interview will focus on Gift of Adoption, its impact in Milwaukee and the November brand campaign. Below are suggested talking points and anticipated questions. Please note, these were the questions discussed with the reporter but may be different as the interview goes along. For more information on M Magazine, visit: <http://www.m-magazine.com/>.

Key Messages

GOA OVERVIEW

- We believe having a family is the basic right of children everywhere.
 - Our goal is to make more adoptions possible and give as many children without families a life they otherwise may not have known.
- Gift of Adoption is a volunteer-driven charity that provides financial assistance to complete the adoptions of parentless children born in the U.S. and around the world.
 - We offer grants of up to \$7,500 to provide families – regardless of race, religion, age or marital status – the financial support needed to bring their child home.
 - Since 1996, Gift of Adoption has awarded \$5.4 million to help unite 1,825 children with a family of their own, including more than \$310,000 in grants to fund adoptions for 105 children adopted into families in Milwaukee and across Wisconsin.
 - We prioritize grants for the most vulnerable children facing what is possibly their last or only chance at adoption. This includes families who are working to unite or keep siblings together and those adopting children with critical medical conditions or kids aging out of orphanages.

Press Release



For Immediate Release
Contact: Laura Keller | Phone: 314.609.9834 | Email: laura@thefadoption.org

Gift of Adoption Puts Adoption in Reach for Chicago Families and Up to 30 Children in Need During National Adoption Awareness Month

Chicago-based national charitable organization kicks off month-long campaign in November to unite more kids in need with families and celebrates Chicago families and volunteers committed to giving more children a permanent home

Chicago, Illinois – November 1, 2016 – Gift of Adoption is celebrating National Adoption Awareness Month with a month-long campaign in November. During November, Gift of Adoption will award approximately \$100,000 in adoption assistance grants to help make adoptions possible for up to 30 children in need. Throughout the month, Gift of Adoption will also host 30 adoption awareness events in 30 communities across the country, including two events in Chicago, to celebrate local families and volunteers who are committed to uniting more children with a family. The events will feature one-mile walks to represent the final mile in a child's adoption journey.

As part of these efforts, Mr. Rahm Emanuel, Mayor of Chicago, has officially proclaimed November 2nd as Gift of Adoption Day in Chicago in recognition of all those committed to helping to put adoption in reach for more children in need.

"Gift of Adoption gives vulnerable children who need families a permanent home and a chance to thrive," said Gift of Adoption CEO Pam Devereux. "We're extremely proud to celebrate Gift of Adoption donors and volunteers who represent the final mile in a child's adoption journey. Their support directly translates to more children in families."

Today, there are more than 153 million orphans in the world with 415,000 children in the U.S. alone living without permanent families.* For many children, it's the high cost of adoption that stands in the way. In fact, the median cost of a domestic adoption in 2015 was \$38,000 with international adoptions averaging \$42,000.† Gift of Adoption awards grants of up to \$7,500 to eliminate financial barriers that often stand in the way of qualified parents stepping forward to adopt to give more children in need a permanent home.

Chicago Hosts National Adoption Awareness Month Events

This year marks Gift of Adoption's 20th anniversary. Since 1996, the organization has awarded more than \$5.4 million to help unite 1,825 children with a family of their own, including more than \$310,000 in grants to fund adoptions for 105 children adopted into families in Chicago and across Illinois. Gift of Adoption will celebrate this milestone this November by giving the dream of a family possible for up to 30 more children and hosting adoption events in Chicago, Illinois. For more information, visit www.giftofadoption.org.

Fact Sheet



Gift of Adoption Illinois Chapter Fact Sheet

Gift of Adoption Overview

| | |
|--|---|
| Mission | Gift of Adoption is a volunteer-driven charity that provides adoption assistance grants to complete adoptions – giving children in need of families a permanent home and a chance to thrive. The organization provides the final funds to complete the adoptions of children born in the U.S. and around the world. |
| Why | Research shows 25 percent of Americans have seriously considered adoption, yet only one percent complete the process, citing the significant upfront cost of adoption (averaging \$25,000) as a primary barrier. |
| Eligibility | Any U.S. citizen adopting from anywhere in the world (domestic or international) with an approved home study from a COA-accredited agency is eligible to apply. Financial need must be demonstrated. |
| Need | Gift of Adoption receives more than 50 requests for financial assistance each month. On average, 20 of those meet the application criteria. Gift of Adoption only has resources to fund eight of the qualified requests each month. |
| Impact | Nationally, more than \$5 million has been awarded since 1997 to help complete the adoptions of 1,700 children. |
| What makes Gift of Adoption unique? | Gift of Adoption prioritizes grants for the most vulnerable children facing what is possibly their last or only chance at adoption. This includes families who are working to unite or keep siblings together and those adopting children with critical medical conditions or kids aging out of orphanages. Gift of Adoption offers grants of up to \$7,500 to provide families – regardless of race, religion, age or marital status – the financial support needed to welcome a child home. |

Illinois Chapter Overview

| | |
|---|---|
| Impact | Gift of Adoption has awarded \$182,000 in grants to unite 68 children with families across Illinois. |
| Regional Chapters | The Illinois chapter reflects Gift of Adoption's mission to connect more families across Illinois with the funding needed to bring their children home. The chapter joins regional chapters successfully operating in Carolinas, Colorado, Connecticut, Florida, Illinois, Minnesota, Ohio, Oregon, Tennessee, Pennsylvania, Texas and Wisconsin. |
| What is the goal of the chapter? | The goal of the Illinois chapter is to assist with raising funds to support local adoption grants and raise awareness on Gift of Adoption the state of Illinois. |

Tips & Tricks

Preparing for Television Interviews

- Camera time is often limited so be concise and to the point and never assume you're off camera
- Sit forward and make eye contact with reporter – ignore the camera
- Appear interested and enthusiastic
- Be natural
- Don't be so fixated by the questions asked of you that you forget to make your own points

Preparing for Television Interviews

- Dress in business casual and add color
 - Solid bright colored collared shirts do well on camera with a jacket
 - Avoid patterns, stripes, all white or all dark
- Focus on the person asking the questions and not on the camera
- Pause when needed - when nerves kick in, people tend to talk faster and without pausing. And stop, once you are satisfied with your answer.
- Keep it interesting and relevant – plug in important facts and statistics where appropriate, but don't overload the reporter with too many numbers

Key Considerations for TV

- Facts: Use simple statements to support key messages
- Statistics: Media loves numbers - weave in relevant statistics to support messages
- Personal Experience: Use personal experience/stories to illustrate your points and help your audience relate to your message
- Be Flexible: Be prepared to take control of the interview and take the time to educate reporters

Helpful Tools – Anticipate Questions

Interviews may contain potential challenging questions. Even easy questions can trip you up if you haven't thought through your answers. The more time you spend on an issue, the more it elevates its importance.

A winning strategy includes:

- Developing a list of questions likely to come your way and practice responses so your answers will come smoothly during the interview
- Ending your response on a positive key message to increase the chances this will be a key takeaway of the interview

Helpful Tools - Bridging

- A bridge is a transitional phrase that prevents an interview from becoming an interrogation. Use a bridge to go from your answer to your message.
- When you bridge, you first answer the question concisely, but briefly, and then move or “bridge” to what you want to discuss
- **Using the Bridge:**
 - “I’m sorry, but I don’t know the specifics. But I do know that...”
 - “That’s an interesting question, let me remind you though...”
 - “That’s not my area of expertise, but what I can tell you is...”
 - "I think what you're really asking is ..."
 - What if ____ ? “Let me tell you what I do know”

Helpful Tools - Flagging

- Place priority on specific thoughts to ensure your most important points are made during typically brief interviews
- Draws attention to what you are about to say and helps you be quotable and better express your message points
- **Using a flag:**
 - “The most important thing to remember is...”
 - “I think it all boils down to...”
 - “The best part about...”
 - “Before I forget, I want to tell your audience...”

Sample Interviews

Sample

Watch Good Morning Charlotte Video:
<https://youtu.be/0awGx4RD72s>

Sample

Watch WFLD Fox 32 Video:
<https://youtu.be/-vXO06I4XOI>

Mock Interviews

Key Takeaways

Key Learnings Recap

- DON'T over answer. When you're satisfied with your reply, stop.
- DON'T be afraid to pause. Taking a few seconds to think will seem much longer to you than to the reporter or audience, and will make you appear thoughtful and deliberate.
- DON'T assume the reporter knows more about your area than you do. Usually, the reverse is true.
- DON'T assume the microphone, camera or tape recorder is off immediately before or after an interview. It's safest to consider your entire interaction "on the record."

Key Learnings Recap

- DO speak in easily-understandable terms and avoid jargon and use simpler words
- DO use facts and figures as appropriate to demonstrate credibility
- DO use illustrations and anecdotes to "humanize" and explain your topic
- DO be engaging, likable, enthusiastic
- DO be yourself and don't try to reinvent yourself for an interview

And above all...

- Practice! - Nothing is known to improve your skills more than rehearsing, practicing and then reviewing your performance

10 Minute BREAK



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November Brand Campaign



November Brand Campaign

2016 Highlight reel

Watch November 2016 Highlight Video:

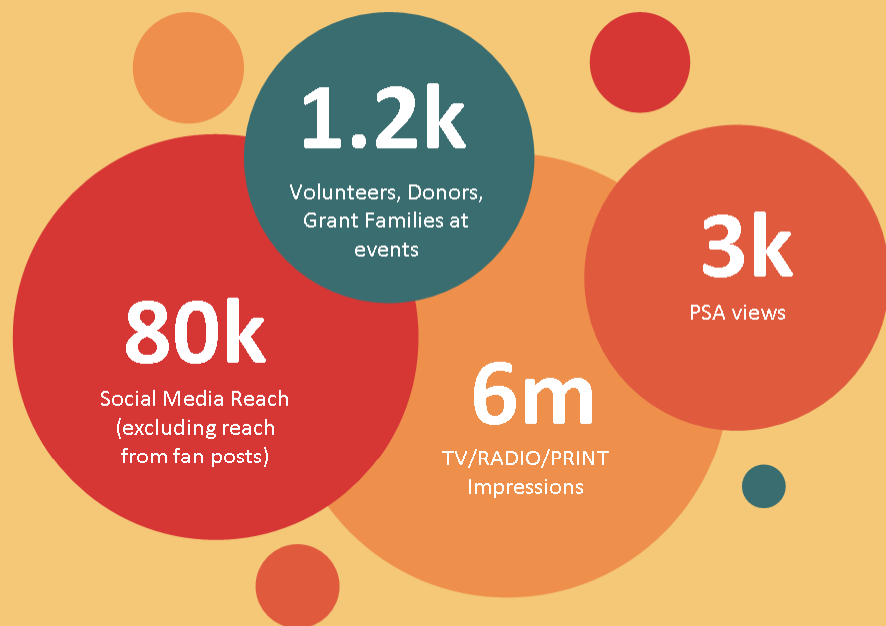
<https://youtu.be/845g94xouNE>

November 2016

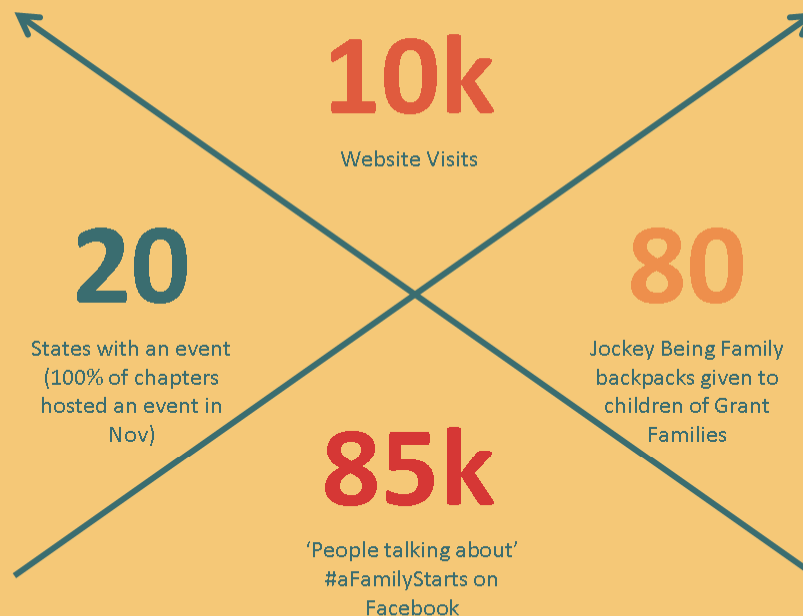
Where we finish, a family starts™.



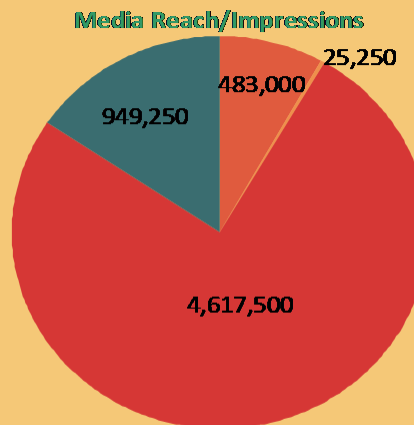
What happened? 30 brand events in 30 days in 30 communities to represent 30 grants! (+ 5 fundraising events and an airport celebration for a grant family)



November grants awarded: 24 grants representing 31 children!



30 Events in 30 Days campaign provided an attractive media angle that led to more media interest than stand-alone stories.



A Family STARTS
Where We FINISH

November Brand Campaign

2016 Recap

- Cost: \$24,000
- Impact
 - Chapter Engagement (part of winning team, rallying effort)
 - Impressions (6m+)
 - Media led to volunteer inquiries, applications, donations
 - Chapter Markets w/ Media: 12 (vs. 7 in previous 12 months) +71%
 - Media in November
 - TV: 9 (vs. 2 in previous 12 months) +350%
 - Radio: 3 (vs. 0 in previous 12 months)
 - Print/Online: 23 (vs. 12 in previous 12 months) +92%
 - Facebook Reach: +182% over Nov 2015
 - Twitter Reach: +408% over Nov 2015
 - Website Traffic: +55% over Nov 2015
- Key Learnings
 - Provide Event Toolkit (DNA of successful event, provide more 'event design' consulting to Chapters)
 - Commit to Dates early
 - Plan for 6-10 homeruns
 - Turnkey Solution for 20 days (Gotcha Day Celebrations, Craftworks events)
 - Allow multiple events on same day
 - "Strong Finish" vs. Traditional Walk
 - Find Cause Partners
 - Fundraiser alone does not attract media – each event needs a media hook

November Brand Campaign

2017 November Strategy

1. *Homerun Events in Major Markets* - Build on event success in 6-10 key markets w/ emphasis on the DNA of a Successful Event
2. *Gotcha Day Celebrations* – Partner w/ Corporate Volunteer teams and Chapters to deliver a “Gotcha Day” party to grant families in 20-25 markets
3. *National Media* – Pro-bono partner 3rd Coast PR to pitch national media outlets and national influencers
4. -AND- Leverage new relationship with Craftworks Foundation to engage 11 Rock-Bottom Brewery “November Tapping Parties” in support of GOA in November. Markets include: Glendale (AZ), Long Beach, Chicago, Warrenville (IL), Des Moines, Indianapolis, Boston, Bethesda, Charlotte, Portland, Cincinnati, Pittsburgh, Nashville, Milwaukee.

November Brand Campaign

DNA of a Successful Event

- 1) Local flavor/'strong finish'
 - 1) may not be walk
 - 1) go cart race
 - 2) stair climb
 - 3) other creative ways to tie in to 'strong finish' – novel will be more interesting for media than routine
 - 2) What is unique about your community? What is it known for?
- 2) Include influencer/local celeb
 - 1) Newscaster (built-in media)
 - 2) Sports figure (college, professional)
 - 3) Local celebrity chef, author, CEO
 - 1) If they were doing a “Dancing w/ the Stars of your city, who would be in it?
- 3) Grant Family w/ compelling story



November Brand Campaign

Gotcha Day Celebrations

1. Develop a cost-time-effective Gotcha Day Program to roll-out in a very plug n' play manner for balance of days in November
2. Ties in with "Finish" theme. Plan "gotcha day" visits. Identify GOA families in chapter/volunteer markets who have a NOV Gotcha Day
3. Arrange "surprise Gotcha Day" visits to the child (with family's help)
4. Bring donated signature item(s) such as Dominos Pizza, Barilla Pasta, Bundt cakes, Wilton cakes
5. Involve press / prep family for videoing and interviewing: Where are they now stories are interesting. Leverage over social media channels. Connect /w PSA.

How do we make these awesome?

November Brand Campaign

National Media – 3rd Coast PR



Rich Timmons
President & Chief Strategy Officer



Betsi Schumacher
Director, Client Services



Rachel Johnson
Senior Account Supervisor



Trisha Teckenbrock
Senior Account Executive



Mary Kelly
Account Executive



Crystal Cozart
Account Executive



November Brand Campaign

November Toolkit

- 1) Event Concept Workshops
- 2) PR/Media Support
- 3) PSA
- 4) Hats
- 5) Social Media Strategy
- 6) Slogan/Artwork
- 7) Cause Partners
- 8) Influencer Outreach

November Brand Campaign

Next Steps

- 1) Calendar – Pick your date!
- 2) Appoint your Chapter Brand Leader
- 3) Event Concept Workshop

Watch Where We Finish PSA:
<https://youtu.be/4mGOzeUnb4c>

10 Minute BREAK



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TOOLS *of and for* THE TRADE



Tools: Webinars

<http://giftofadoption.org/board-resources/>

Password: vision2020

- Toolkit Webinar – Family Foundations
- Toolkit Webinar – Social Media
- Toolkit Webinar – Corporate Fundraising
- Toolkit Webinar – Grant Selection
- Toolkit Webinar – Top 10 Donor Stewardship Best Practices
- Toolkit Webinar – Major Gift Fundraising
- Most Recent New Board Member Orientation

Upcoming Webinars:

- Cause-Related Marketing
- Onboarding / engaging your new board members
- Engaging Grant Families

Other topics of interest?

Tools: Website

Standard Chapter Pages

1. About
2. Donate
3. Board

Chapter can add more or customize these



More robust chapter pages to support events, social media, giving campaigns

Giving Circles: <https://giftofadoption.org/alexisthomas/> (choose your own URL)

Social Media Feeds: <http://giftofadoption.org/get-engaged/texas-chapter/>

Chapter Events: <http://giftofadoption.org/picnicinthepark2017/> (choose your own URL)

@giftofadoption.org email addresses available (contact Brian)

Tools: Marketing

Brochures

Signature Brochure – “Rethink the Impact”

Annual Report

About GOA trifold

Referral Outreach trifold

About GOA one-pager

Nathan Postcards

Presentation decks

Corporate Deck

A’la Carte Handouts

GOA promotional items

- Café press (<http://www.cafepress.com/giftofadoption>)
- VistaPrint (order through National office)
- Establishing chapter web store



Nathan has a loving, stable home with me. He is safe and his needs are being met. He is very loved and has a great life. He will have every opportunity as he gets older.



Gift of Adoption is a volunteer-driven charity that raises funds to provide adoption assistance grants to complete the adoptions of vulnerable children – giving them a permanent family and the chance to thrive.

giftofadoption.org
847.205.2784

Gift of Adoption Fund
Texas Chapter

Adam Pfeil
Chapter Board Member

(817) 287-1196
herr_pfeil@msn.com
www.giftofadoption.org

facebook.com/GiftofAdoptionTexas



Tools: Marketing

- **Graphic Design Volunteer**

- Available to help w/ invitations and website/social media graphic design to support events
- Brand/Style Guide for reference if creating your own



Tools: Google for NonProfits

• Google AdWords

- One account for all of GOA.
- Free modified AdWords program offered to non-profits
- Ads currently targeting potential applicants (over 115,000 impressions this fiscal year). If custom ad is desired, talk to Brian
- GfNP also includes YouTube Nonprofit program (donation links directly on videos, premium channel features for free).



For Nonprofits

A screenshot of a Google search page. The search bar contains the text "adoption grants". Below the search bar, there are tabs for "All", "News", "Shopping", "Images", "Videos", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 98,200,000 results (0.70 seconds)". The first search result is for "Adoption Grants - Apply for an Adoption Grant - giftofadoption.org" with a green "Ad" icon and a "Norton" security icon. Below the title, it says "Adoption is within your reach. Give a child the love & family they deserve." and "Preempt Foster Care · Prevent Aging Out · Over 1,825 Kids Impacted · Unite Biological Siblings". At the bottom of the snippet, it says "See if You Qualify Now" with a "Norton" icon, "Give the Gift of Adoption" with a "Norton" icon, and "Adoption Success Stories" with a "Norton" icon.



GOOGLE AD GRANTS

Tools: Videos/Photos



- **YouTube** youtube.com/giftofadoptionfund
 - 30+ videos including Where We Finish & Falling Down PSAs, Dear Gift of Adoption series



- **Vimeo** vimeo.com/giftofadoption
 - 25+ videos including Domestic Fund series, 20th Anniversary, GOA Orientations and Trainings and Photo Loops for events



- **Flickr** flickr.com/photos/giftofadoption
 - Hundreds of PR Approved children/family photos




Tools: Social Media




Each Chapter has a Facebook Page

- Chapter Boards encouraged to appoint member to manage Facebook page/posts
- Follow all accounts – like, share, comment, tag often to improve reach for all
- Private Facebook group for Chapter Social Media leaders to share ideas/practices

National Manages one Twitter, LinkedIn, Instagram accounts

- can relay any Chapter news on request

| |  |  |  |
|------------------|---|---|---|
| Name | Facebook | LinkedIn | Twitter |
| Primary audience | All | Business | Young adults |
| Good for what? | Sharing text, photos, video, links | Sharing news, product info, testimonials | Sharing news, text updates, links to info |
| Best for what? | Sharing engaging content, reaching a large audience | Thought leadership | Sharing original and curated content |

| |  |  |  |
|------------------------------|--|---|---|
| | Facebook | Twitter | LinkedIn |
| Behind-the-scenes photos | | Blog posts; interesting articles | Product updates |
| Quotes | | Quotes | Blog posts |
| Fill-in-the-blank | | Industry news | Industry news |
| True-or-false questions | | Newsletters or announcements | Recruitment videos |
| Blog posts | | Vine or YouTube videos | Job postings |
| Newsletters or announcements | | Event updates | Newsletters or announcements |

Tools: Engaging Families

- **Family Speaking at/Attending event**

- Shaneetra can help arrange for a grant family to attend chapter events.
- Once family is confirmed, chapter liaison hosts family
- Families will be invited to participate in each of the 30 November Brand Campaign events

- **Facebook Posts**

- Families encouraged to post photos on Facebook page

- **Grant Stories**

- Each family completes evaluations
- Evaluations used for stories, quotes
- If PR authorized, stories and photos can be used in e-news, donor stewardship, press releases, etc

- **Journey Fund Appeal**

- All Grant Families invited to join Journey Fund (monthly giving program) in spring at least one year following grant



Tools: Online Fundraising

• Amazon Smile

- GOA receives donation equal to 0.5% of sales made when shoppers use smile.amazon.com
- Proceeds distributed quarterly

• Tix4Cause

- Sell unneeded tickets and donate proceeds to GOA
- Buy tickets for any event and GOA receives portion of ticket price

• Ebay Giving Works

- Sell on eBay and designate portion of sale price to GOA, designate 100% and pay no fees!

• Give Local Campaigns

- Community Foundation Giving Drives (North TX, Omaha, Connecticut, Columbus, Minnesota, etc)
- Often include matching pools, prizes

• Union and Fifth (<https://www.unionandfifth.com/how-it-works>)

- Online clothing resale for charity



Tools: Online Fundraising

- **Giving Circle/Personal Fundraising tools**

- GOA Website!
- Razoo.com
 - Lower fees
 - Feature rich
 - Easy to use
- **Firstgiving.com**
 - Basic features/look
- **Crowdrise.com**
 - Skews younger
 - Higher fees
 - More social



Tools: Constant Contact

- **Communications**

- Formatted emails
- Open/Click data
- Use for
 - Enews
 - Event Invites

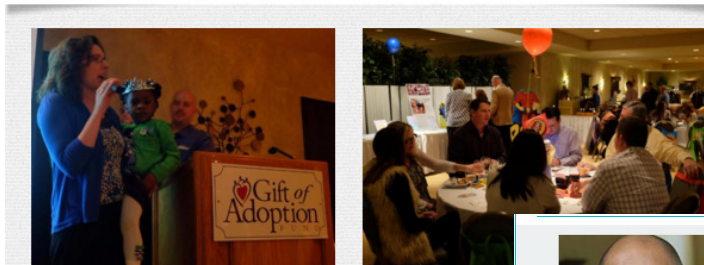
- **Event Management**

- Event landing pages
- Event registration pages
- Event guest lists
- Event calendar listing
- Credit card/Paypal payments
- Create communications to guests



WI Chapter Enews

Spring 2016



6th Annual Wisconsin Trivia Event a Success

Thanks to everyone who helped to make the 6th Annual Wisconsin Chapter Trivia Night a success. The event was held on Saturday, March 5th in the Miller Room in Milwaukee. Guests enjoyed a fun, fast-paced evening of



KEYNOTE SPEAKER

Tony Dungy is a No. 1 New York Times bestselling author. He led the Indianapolis Colts to Super Bowl victory on February 4, 2007, the first such win for an African-American head coach.

[Read More](#)



SPECIAL GUEST

Debra Steigerwaldt Waller is chief executive officer of her family's business, the Kenosha-based underwear company, Jockey International. [Read More](#)



EMCEE

Kathy Hart is co-host of Chicago's Eric & Kathy Show on 101.9 FM the MIX. Kathy grew up in Crystal Lake before moving to Clinton, Wisconsin. [Read More](#)

[Become a Sponsor](#)

Sponsor the event at one of three available giving levels. Each level comes with great benefits and supports our mission of bringing children home to loving families.

[Buy Tickets](#)

Individual tickets are available for \$250 each. Each purchase helps make it possible for vulnerable children to become adopted into safe, loving, and permanent families.

[Donate](#)

Tools: Other Fundraising

- CFC (Combined Federal Campaign)
 - Workplace giving for government employees/military
 - Workplace posters/flyers available
 - Speaking opportunities in local markets
- United Way
 - Workplace giving
 - Any UW donor can write in Gift of Adoption (39-1863217)
- Vehicle Donation (v-dac.com/org?id=39-1863217)
 - Donate unwanted vehicle for tax deduction
 - Sold at auction, proceeds to GOA
- Whole Foods Community Days
 - 5% of sales to charity
 - Connect w/ location manager for application
- Carson Days (communitydayevent.com/)
 - Sell coupon books for Bon-Ton brand stores



Tools: Square

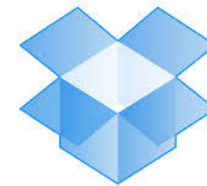
- What is Square? (squareup.com)
 - Square is a device that plugs into the headphone jack of any iPhone or Android phone to accept credit card donations/payments at events
 - Accept Visa, Mastercard, Discover, American Express donations
- How does it work?
 - Download the Square Register app (free) onto your mobile device
 - The square can be used with iPod, iPhone, iPad, or Android devices
 - If you also use Square for a personal business - you can use the same device and same app - you will just need to make sure you are logged into the app with your GOA login
- All users can have their own account (let Brian know)
 - When you access your account for the first time, accept the option to have a free card reader shipped directly to you.
 - ****VERY IMPORTANT NOTE****: Square does not pass the buyer/donor name to us. When processing payments, there is a place to enter what they are purchasing. To help w/ post-event processing and donor stewardship (matching donors to their gifts and thanking them), please enter the donor name/item in the note field.
- Connect with Brian for quick training before first use



Tools: Board Communications

- **Cloud File Sharing Sites**

- Use whichever your team prefers
 - One Drive
 - Drop Box
 - Google Drive



Dropbox



Google Drive

- **Conference Call/Online Meetings**

- www.uberconference.com/
 - Super easy and totally free.
 - Share your screen and connect w/ either computer or phone
 - Sign up on your own to get your own number, pin, and custom URL for online meetings.

- **Eversnap App– Photo Sharing**



- **Google Forms (for Board Self-Assessment):**

- <https://goo.gl/forms/tVQvaM0fLzgDptdz1>

Tools: White Papers (TX)

Event:

Event date:

Event description:

Expected budget:

Expected income:

Expected expense ratio:

Expected profit:

Approach:

Expected audience:

RESULTS:

Expenses:

Income:

Expense ratio:

Profit:

Audience:

Lessons learned:

Things did right:

Things would do differently:

Do this again?

Tools: Referral Outreach

- **Outreach to Adoption Community in Chapter Markets**
 - **In conjunction with Chapter – reach out to**
 - Adoption Support Groups
 - Local Adoption Groups on Social Media
 - Adoption Community Groups
 - Adoption Ministries
 - Adoption Agencies
 - Adoption Attorneys
 - Previous Grant Families
- **National Outreach to Quad-A Attorneys & COA agencies**
- **Resources4Adoption Sponsorship**
 - Includes targeted communications



Tools: Annual Report / Audited Financials

- **Audited Financials**

- Audit of full organization takes place each August
- Resulting in Audited Financial Statements

- **IRS Form 990**

- Annual non-profit tax return
- W-9 Tax Form
- Data from Audited Financials and 990 used to produce...

- **Annual Report**

- Annual Report is great introductory collateral
- Snapshot of previous year/state of the union

- **6 years of Annual Report, 990s and Audited Financials are available on GOA's Guidestar profile**

- <http://www.guidestar.org/profile/39-1863217>

Tools: Secure Site Link

Access from the footer of any GOA webpage or directly (giftofadoption.org/board-resources/) PW: vision2020

- **Categories of information**

- Financial Materials
- Brand / Marketing Materials
- Videos and Grant Family Photos
- Legal/Governance Materials
- Grant Program Materials
- Chapter Standards
- Chapter Event Materials
- Chapter Board Recruiting Materials
- Chapter Leadership Council
- Chapter Foundation Tools
- Chapter Enews
- Gift of Adoption Social Media Pages

THANK YOU

We believe that having a loving family is a basic right for children everywhere

SAVE the DATE: June 14, 2018

Celebrate Me Home Video: because the first part of being home ... is getting there.

Watch Celebrate Me Home video:

<https://youtu.be/jr0l2ZVjgHY>

