



## **Friend of (Chapter) | MATCHING GIFT Challenge | 25<sup>th</sup> Anniversary Campaign**

Gift of Adoption is introducing the Friends of (Chapter) giving program to give donors a direct way to make a lasting impact in the life of a child. It is a new program for donors who believe that uniting vulnerable children with their permanent families is a constant and urgent need.

### **About the Program**

Friends of (Chapter) pledge to make a gift of \$1,000 / year for each of 3 years – allowing their home state Chapter to bring an otherwise at-risk child home for good. Gifts can be made monthly, quarterly, or annually and Friends of (Chapter) will receive quarterly impact communications along with recognition on the website, at events and in our annual report.

### **THERE IS MORE!**

In Celebration of Gift of Adoption's 25<sup>th</sup> Anniversary and acknowledging the likelihood that raising funds through traditional fundraising events may present a challenge for Chapter Board members during the pandemic, the Ralph and Eileen Swett Family Foundation has pledged \$25,000 in the form of a special Matching Gift donation to bolster the success of the Friend of (Chapter) Program.

The Friends of (Chapter) MATCH provides a \$1,000 bonus donation to a GOA Chapter each time they enroll a new Friend, up to the first 25 Friends enrolled across the nation. The total gift becomes \$4,000 (\$3,000 pledge plus \$1,000 bonus) making another Chapter grant possible!

### **How to Earn the Match**

To enroll as a Friend of (Chapter), donors complete a signed pledge form (attached) with a defined gift schedule or they can enroll and make their gift directly through this link:

<https://giftofadoption.org/friend/>.

Note: Chapter Board members are not included in the Matching Gift challenge, although may consider joining to inspire others to do so. The intent is to inspire Chapter donors to commit to supporting GOA if unable to attend events, giving the Chapter a dependable source of funds to continue awarding adoption assistance in tough fundraising times.

## **Ideas about who to reach out to about becoming a Friend of (Chapter)**

To get started, consider donors who have given \$250 to \$1000 at events over the years. This is just a starting point. Think of others--previous board members, family members, previous donors who have moved away and have been unable to attend events, etc.--who might also be interested in learning about this opportunity. Too, there may be new prospects, who believe in the GOA mission who would be a 'good fit' for this invitation as well.

Friends can sign up to donate more than \$1000 annually, but the match is limited to \$1000. While it may be tempting to ask more significant donors to join this program, we would suggest working with Sharon or Pam to develop a custom stewardship plan for donors giving \$2500 or more annually to deepen those relationships. Please contact Sharon if you have questions about those in your network and whether they are a fit for this program or should have a custom stewardship plan.

When donors join committed giving programs they are signaling to us that they wish to stay involved, and our experience is that they also continue to give in other ways. Gift of Adoption's relevant experience with the Investor Board and Friends of the Fund demonstrates that:

- 1) Donors who are committed to GOA through one of these giving programs tend to feel more connected, donating additional funds at events or in response to appeals
- 2) Renewal rates run close to 70%, providing a consistent cashflow independent of events

## **Timing of the Program and Match**

**The Friends of Chapter Match begins October 1, 2020 and ends on December 31, 2020.** Bonus funds will be recognized as earned in the FY21a Fiscal Year.

Please contact Sharon Komlofske with questions: [skomlofske@giftofadoption.org](mailto:skomlofske@giftofadoption.org).

Matching funds generously donated by The Ralph and Eileen Swett Foundation.

## **Sample email/letter:**

Dear

Thank you for your loyal support of Gift of Adoption over the years. The Covid-19 crisis has seriously impacted our ability to gather in the normal ways to raise funds for the children coming home to their forever families in (state). Because the need continues to rise -- applications for adoption assistance are up 30% over last year -- Gift of Adoption (Chapter) is pivoting to encourage other ways to further our work on behalf of the vulnerable children in the U.S. and around the world in need of families.

2021 marks Gift of Adoption's 25<sup>th</sup> year of operation. We will be kicking off the celebration this fall with the Friend of (Chapter) Challenge. Friends of (Chapter) recognize that uniting vulnerable children with their permanent families is a constant and urgent need. Friends of (Chapter) increase the capacity of GOA (Chapter) to award the adoption assistance which brings more children home by committing to an annual gift of \$1,000 or more for each of three years.

The **25<sup>th</sup> Anniversary Challenge MATCH** provides a \$1,000 bonus donation to a GOA Chapter for each of the first 25 Friends secured by Chapters across the nation. The total gift then becomes \$4,000 (\$3,000 pledge from the donor plus \$1,000 bonus match) which means another child comes home to a family in (Chapter) .

The Friend of (Chapter) gift can be made monthly, quarterly, or annually. Gift of Adoption provides quarterly communication on the impact of the gift along with recognition on the website, at events and in the annual report.

I gratefully ask for you to consider continuing your support of GOA-(state) by signing up as a Friend of (Chapter). I've attached a pledge form to this email, or you can visit <https://giftofadoption.org/friend/> to make your commitment to this giving program.

Please let me know if you have any questions and thank you for joining us in the belief that having a loving family is a basic necessity of children everywhere.