

Chapter President Meeting | Oct. 2, 2020





WELCOME & Introductions

- Name
- Chapter / Length
- What keeps you engaged in GOA

AGENDA

Welcome and Updates	Pam
Review FY21a YTD results and Goals for Q4.	Brian
DEI Task Force audit and communications	Pam
Fundraising and Volunteer Engagement in this unique time	Sharon
Stewardship - Vimeo link	Sharon
25 th Anniversary Campaign	Brian
\$1M Fundraising Campaign	Sharon
Friend of the Chapter / 25th Anniversary Matching Gift	Sharon
Gather for the Gift FY2021	Sharon
Legacy Program	Sharon
Virtual Trivia Events	Brian
Virtual 5K Events	Brian
Annual Report	Brian
Giving Tuesday / Year End Appeal	Brian
Thank You and Wrap Up	Brian

FY2021a Goals/YTD Results and Initiatives

GOALS

Measure	FY21A Goals	FY21A YTD RESULTS (as of 10/1) Notes
Grants Awarded	170	On track. 87 grants awarded consistent with an avg of \$4,000 award. 60% domestic grants with slight uptick in international grants being awarded
Children Adopted	220	On track. 114 children adopted. Saying 'yes' to just 50% of all qualified families applying
Net Income	-\$42,800	On budget if PPP loan forgiveness is recognized, normally a \$100-\$150k loss at mid-fiscal year (Dec)

INITIATIVES

National Board Structure | Diversity, Equality and Inclusion

Fundraising pivot | evolving event revenues === to online events and giving appeals, major gift solicitations, and family foundation applications

25th Anniversary Media Celebration, Campaign and "Lift" into FY 2021

Diversity, Equity and Inclusion

Communication

- July Statement and August Executive Summary

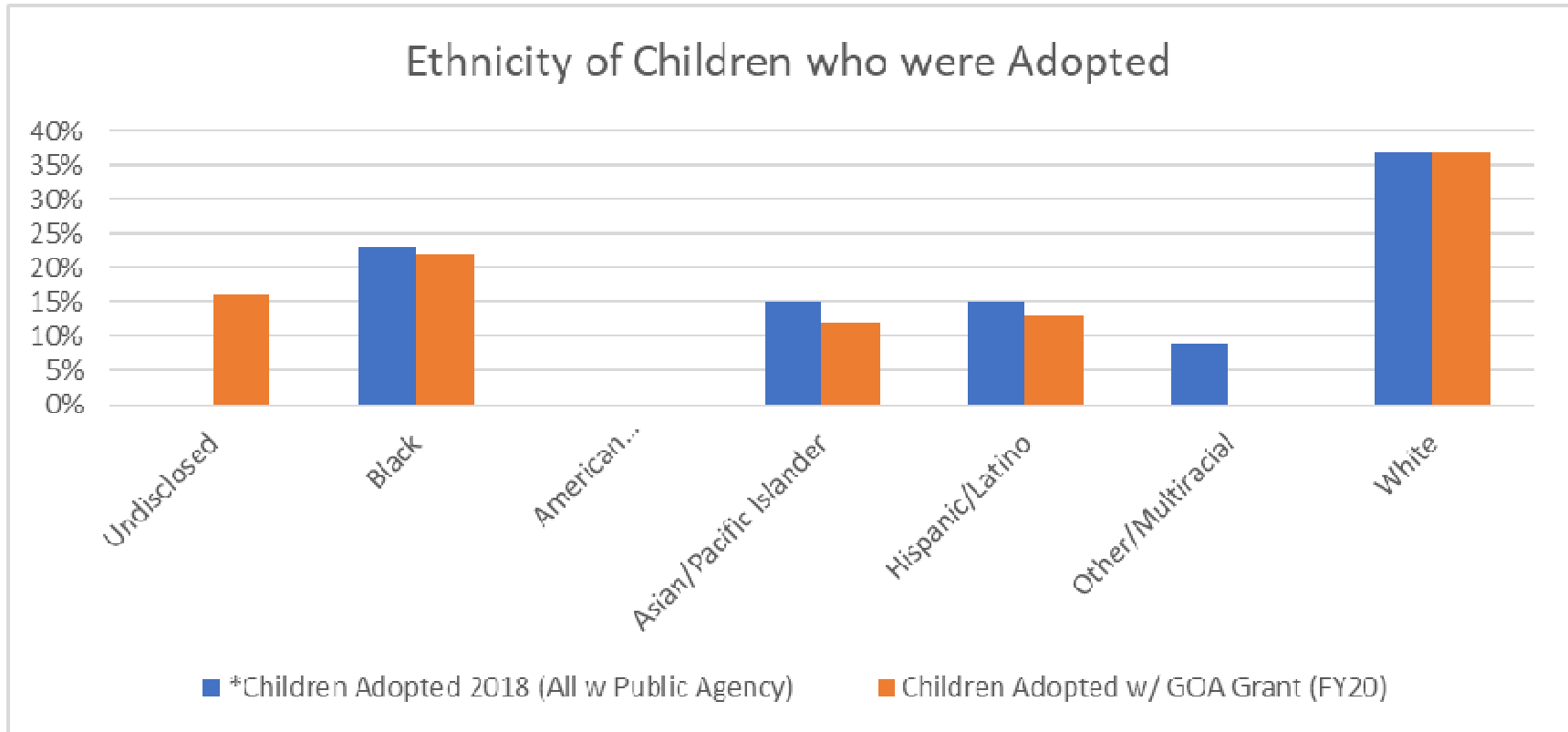
September: Identification of 3rd party DEI Auditor

- Task Force formed and identified 4 areas for focus
 - Governance (starting point), Grant Program and outreach, Human Resources, and Communications
- National Board affirmed present GOA mission (as inclusive and DEI focus to improve our living into our mission)
- Evaluated proposals for outside resource to begin in October
 - Selected Diversity Decoder firm | Linda Dunbar, Principal
<https://www.linkedin.com/in/lindaedunbar>

Going Forward

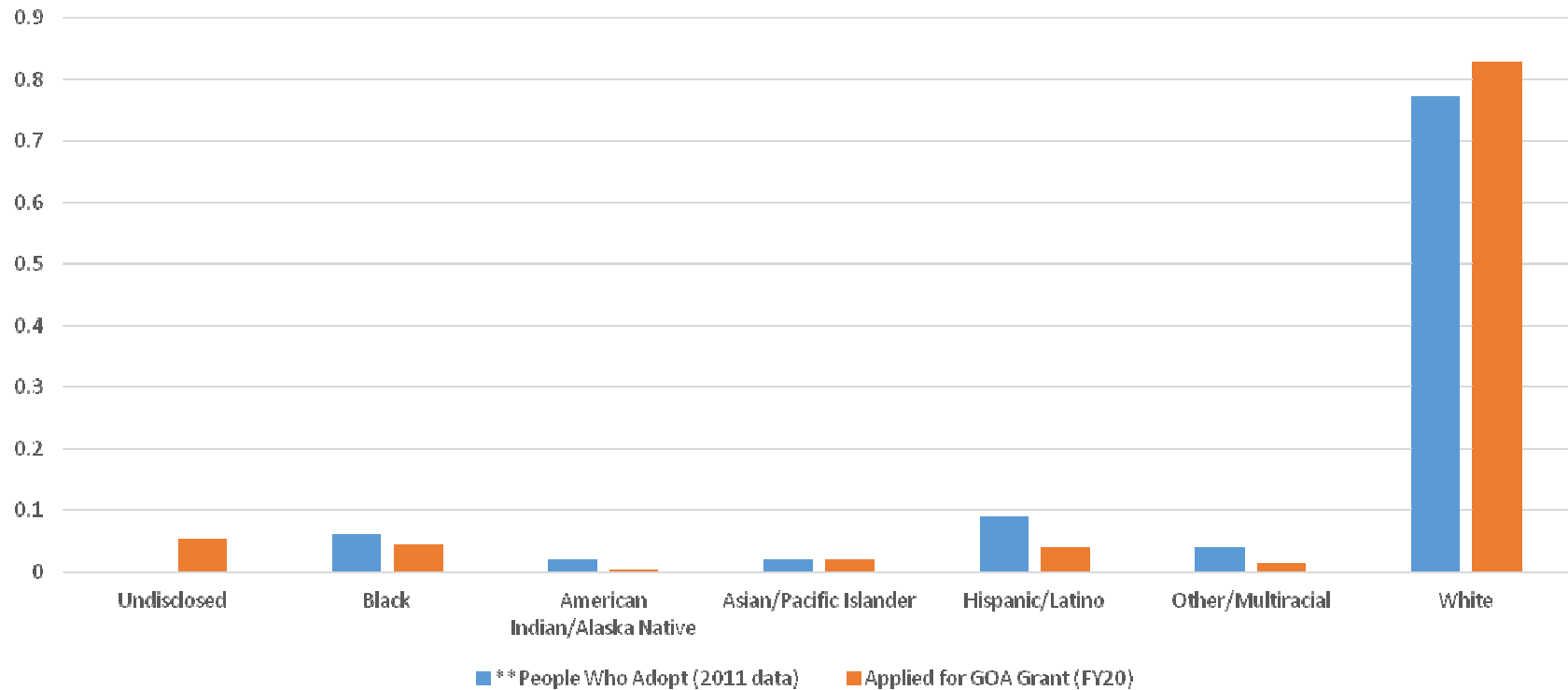
- October Governance audit and stakeholder communication to relay:
 - findings, recommendations and actions identified through process
- November thru December we'll conduct the Grant Program and Human Resources audits and share findings/actions reports. Communications audit will follow.
- We can look forward to FY21 Plans in chapters/national including DEI objectives – training/recruiting/family outreach and more.

Draft example program audit report



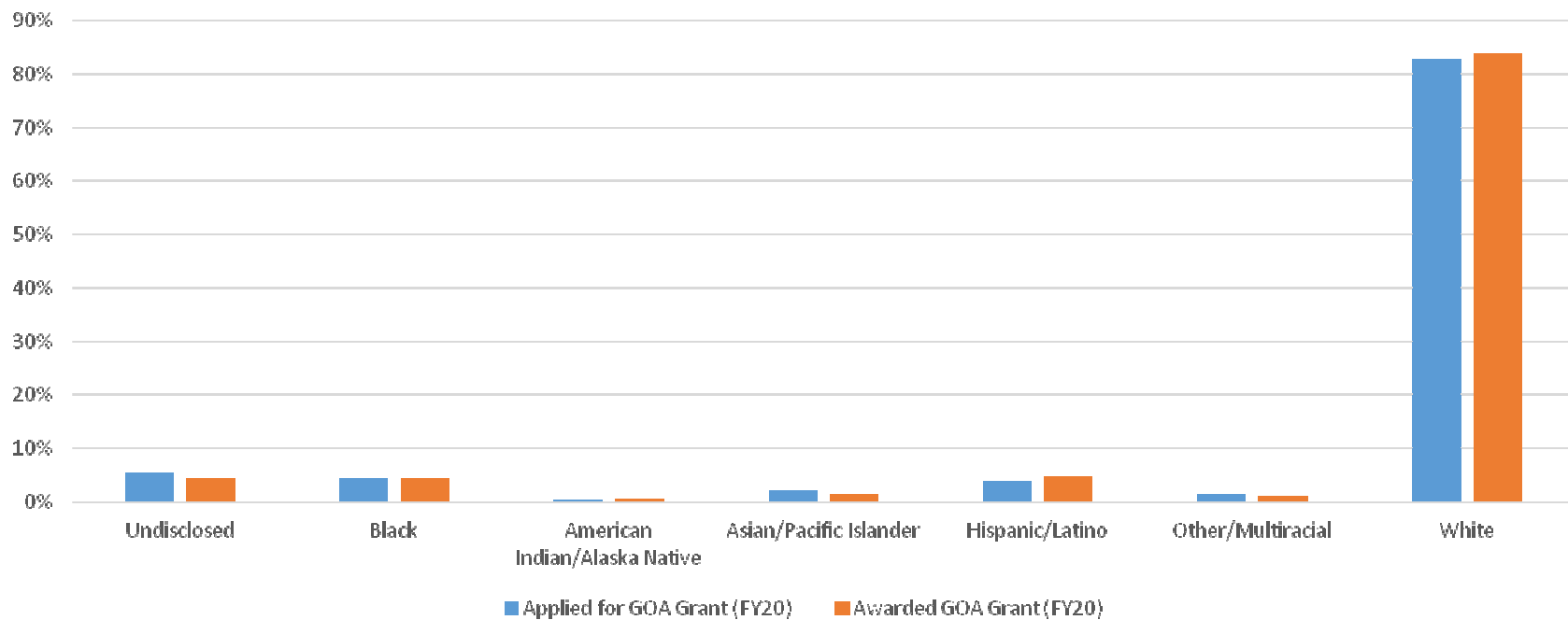
Draft example program audit report

Ethnicity of Parents who Adopted



Draft example program audit report

Ethnicity of Parents: **applicants** compared to **awardees**





FUNDRAISING AND VOLUNTEER ENGAGEMENT in this unique time

.... What we're seeing

.... What you're seeing / feeling

“Upping” our Stewardship Game!

VIDEOS: Specifically we are creating thank you and fundraising appeal videos – at a pace of about 1 a week. You can view videos on the GOA Vimeo Channel. They are all ‘authorized’ for publicity, so you can share within your networks, etc. Too, we care about keeping volunteers uplifted with impact stories as well – so please look for the “lives changed because of you” communications with stories and videos of impact that are being sent out about every 3 or 4 weeks.

VIMEO CHANNEL LINK. <https://vimeo.com/giftofadoption>

IMPACT STORIES: Too, we continue to provide written impact stories to all donors around the country making gifts of \$1,000 and above. We thought it a good idea to also share them with the relationship manager – so you see what (your) donor is receiving!

1st TIME DONOR CALLS: best practice in nonprofit leadership – we are continuing to call all first-time donors *for whom we have a phone number and any donation amount* to thank them and hear their thoughts about the GOA mission.

SOCIAL POSTS: We are continuing to do more social posting and monthly Zachary is providing social strategy with social content to each Chapter’s social liaison (giftofadoption.org/chapter-social-media). For example, this week we are sharing congratulatory posts for Horizon Therapeutics and Carolinas Chapter Co-founder and President, Jason Cipriani, who were recognized as 2020 Angels in Adoption awardees by CCAI.

Have you been noticing this? Ideas for what else we can do centrally or at the local level?

GOA's 25th Anniversary

We're celebrating our 25th Year starting on National Adoption Day, November 21, 2020 through National Adoption Day, November 20, 2021, in the following ways:

Year-long
Media
Celebrations
for our 25th
Anniversary

Centered around a "Where are they now" theme - celebrating 25 years of Gift of Adoption across a multitude of media channels: sharing updates on children served while recognizing volunteer leaders, longstanding donors, and the influencers who've made the accomplishment of 3,483 children *home for good* possible.

25th Anniversary
Fundraising
Campaign

Raising \$1,000,000 to further advance the GOA cause. Funds will be well-leveraged to complete adoptions of at-risk (tier 1) children, expand fundraising capacity and forge innovative, highly scalable donation strategies to augment operational plans.

Introducing the
GOA Legacy
Giving Program

Providing information and resources to those in the Gift of Adoption fold on how they might include Gift of Adoption in their estate plans. Invite those who have included Gift of Adoption in their estate plans to enjoy current-day recognition.

Integrated into
FY2021 Events
and Activities

Weaving the 25th Anniversary into year-long events.
Engaging Chapter leaders, families and donors in FY2021 Signature Event on October 14, 2021 as a way to share the impact and programming messages

25th Anniversary Media Opportunities

Ideas

- Featuring 12 where are they now stories/video vignettes to show lifelong impact.
- Creating Signature Video that will first be aired at the Gather for the Gift event in Chicago in October 2021 – across participating markets.
- Packaging Highlight reel of celebrities / influencers or media clips
- Engaging celebrities and influencers to forward posts on social?
- Designing 25th Anniversary logo.



25th Anniversary Fundraising Campaign

The 25th Anniversary Campaign is a national campaign to raise \$1mm within a year or two (with pledges):

- \$800,000 to complete 250 more adoption assistance grants
- \$200,000 to strengthen core fundraising operations (regional fundraisers in the field to lead major gift / prospective efforts, along with additional resources devoted to pursuing foundation and community group fundraising opportunities)

Benefits for Campaign donors:

- Message on commemorative GOA tile mural
- Recognition national / focus of FY2021 Gather *for the Gift*
- Stewardship stories, scrapbooks, videos, where are they now stories

Friend(s) of Chapter

Friend of (Chapter) | MATCHING GIFT Challenge | 25th 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.

Friend(s) of Chapter + Matching Gift!

THERE IS MORE!

In Celebration of Gift of Adoption's 25th 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.

Friend(s) of Chapter Tools

Your Friend of “Chapter” KIT

About Program letter



Microsoft Word
Document

FLYER to Marketing the Program to interested persons



Microsoft Word
Document

Pledge Form to Enroll Friends



Microsoft Word
Document

Reimagining *Gather for the Gift* 2021

Planning a hybrid *Gather for the Gift* Event on **Oct 14, 2021**

- Smaller, socially distant event at Four Seasons that includes the program (talent and auctioneer) and key sponsors (if they wish) for 100 to 200 guests in the ball room, based on what's acceptable, etc. at the time.

Keynote Speaker



Kristin Davis
American Actress (*Sex & The City*, *White Collar* and more)

Master of Ceremony



Louis Van Amstel
Three Time Ballroom Dancing World Champion and National Champion

Special Guest



Willie Garson
EMMY Award-Nominated Actor,
Producer and Philanthropist

Reimagining Gather *for the Gift* 2021

Planning a hybrid Gather *for the Gift* Event in Oct 14, 2021

- Broadcast event via live stream on Facebook/YouTube to home viewing parties to include participating chapters – we hope all chapters. We'll be leveraging outside resources to create awesome content and investing in necessary technology to make viewing easy and reliable.
- Theme/branding for event is celebrating our 25th Anniversary and includes development of a new video – leveraging outside talent and featuring highlights from the 25 years of GOA.

Reimagining Gather *for the Gift* 2021

Planning a hybrid Gather *for the Gift* Event in Oct 14, 2021

- Layering in day-of activities around the country (such as golf outings) or evening events (like auction/band) that end with or include a viewing party at a club/event site
- Layering in fundraising challenges like “Best of Houston weekend, Best of (insert chapter city) weekend auction packages for GOA chapters – encouraging engagement and increasing fundraising success with awards such as a \$5,000 donation given to the GOA chapter that receives the highest bid for their weekend “best of” package.

What are your thoughts about viewing the GFG program in local chapter market at an event or viewing party? How could we make something like his special and value add to your donors/your chapter’s plan

What are your thoughts about the “best of” weekend auction idea?

We’d like to recognize all \$5,000+ Corporate Sponsors at the GFG Signature event in 2021. How does this sound? Will it / could it help you secure more local sponsorship support?

Legacy Program

Legacy: Goal of 20 Documented bequests for endowment

- As we move into our 25th Year, the idea of encouraging those in the GOA fold to consider including GOA in their estate plans / and also / inviting those who've done this to let us know so that we can recognize them NOW for their generosity.
- To Date: We've learned that 5 volunteers/supporters have included Gift of Adoption in their estate plans in some manner. (Gerth, Spencer, Leddon, Komlofske, McNiff)
- Letters were sent in early September to a group of roughly 100 long time supporters of GOA who have been giving for at least 10 years and those who have come to GOA more recently who have made substantial commitments.
- If you would like to receive the letter, or would like to send it to select donors in your chapters, please contact Sharon (skomlofske@giftofadoption.org.)

Virtual Trivia Event



**GUESSING
for the GIFT**

A trivia night for Gift of Adoption
Chapter Board Members



NOW ACCEPTING SPONSORSHIPS!

Adapting for Adoption



QUARANTINE QUIZ NIGHT NOV. 12, 2020 7PM

Does Trivia fit into your Chapter's Fundraising Plans?



BACK-TO-SCHOOL BLUES

TRIVIA NIGHT

ONLINE | 9-24-2020



**Fall
into
Trivia**

Virtual 5k

GO FOR THE GIFT

5K/10K/FUN RUN BENEFITING GIFT OF ADOPTION



*Run, Walk, or Ride your race from anywhere anytime
between NOVEMBER 1st – NOVEMBER 30th*

Registration is now OPEN!

TO learn more go to: <https://giftofadoption.org/goforthegift/>

What chapters are active on this – are others interested?
Current Goal is \$25,000 and we've raised more than \$13,000 so far.
How high can we aim? \$100,000?

Virtual 5k – National Adoption Day!



NATIONAL ADOPTION DAY CHALLENGES on Saturday,
November 21

Idea is to have small, pandemic-responsible gatherings of Chapter leaders on 11/21 to film short videos of their group doing a challenge to be broadcast on Facebook Live.

Idea to have Challenges around dance trends from our 25 year history (Macarena, Gangnam Style, The Whip, Etc)

Annual Report

Annual Report

We think the AR provides a positive touch point and thank you for GOA's board members and lead-donors. We mail it out each year. It includes a thank you letter printed in the front cover and purposefully does not include a donation envelope. This year Lucy Wyka (our co-founder) will be helping to author the inside letter.

Who receives it?

Donors who have made a donation of \$250 or more in the past 24 months.

When does it get mailed?

Generally it is mailed from the end of October until November 15 (when it's ready to go from the printers)

This year's theme is *Where Are They Now* – featuring then and now photos from children featured in earlier Annual Reports.



Annual Report



Annual Report



Annual Report

“7 years after the first photo she’s traded in her pink poofy dress and would rather be on the soccer field getting grass stains and dirt marks!! It’s been such an honor to help her grow and discover her own interests. Thank you for helping us build our family!”

Giving Tuesday and Year-End Appeal

Giving Tuesday:

The Tuesday after Thanksgiving, December 1, 2020. Chapters can set up individual chapter appeal stories (and goals w/ thermometers) and individual board members may set up individual appeals that point to the chapter's page/goal.

We are sending update stories over the next few weeks to the May 2020 Giving Tuesday NOW appeal donors to let them know the impact of their past gifts.

Any feedback / lessons learned from the May Giving Tuesday Now program? Who's up for participating in Giving Tuesday this Nov?

Year-End Appeal:

If there are donors or prospective donors you'd like to reach with the GOA message we prepare an appeal letter that you can personalize (from you / your signature) and mail. We'll provide postage, printing, letterhead, envelopes, etc to make this easy. Ideally, you'd send appeal letters out mid-Nov. This is an especially nice appeal for new board members – sending a mailing to their network to spread the word and raise some funds. You can include annual reports in the appeal for those who are major gift prospects.

Thank You

Thank you

SAVE-THE-DATE

for our next President call on Friday, December 4 at 11am CST