

Welcome to GOA!

Quick Start Guide to Reach Personal Fundraising Goals

There are a number of easy, intuitive ways that you can announce your new role with Gift of Adoption and meet your personal fundraising commitments. Choose the strategy that best fits the communication preferences of your social network. Your chapter receives all the donations raised by your fundraiser. Contact Zachary Senn (zsenn@giftofadoption.org) to get started or if you have questions about any of these options. Our three recommended fundraising techniques are:

- Facebook Fundraiser
- GOA Giving Circle
- Traditional Letter Campaign

Hosting a Facebook Fundraiser

A quick-start guide to easy, fee-free fundraising

Facebook Fundraisers allow you to share Gift of Adoption's mission with your friends and loved ones while raising money with minimal effort – [setting up a Facebook Fundraiser](#) only takes about five minutes. It's completely free to host a Facebook Fundraiser and Facebook covers all transaction fees. If your social network is active on Facebook, it's likely the best way to raise funds for GOA. Here are a few tips to keep in mind:

- **Set a high, but attainable, goal**
- **Personalize your story**
- **Start things off with a personal donation**
- **Thank your donors publicly on Facebook with personal call-outs**
- **Let your donors know the impact they made with story follow-ups**

Hosting a GOA Giving Circle

Internally Hosted, Personalized Giving

Giving Circles are digital fundraisers hosted on Gift of Adoption's web domain and offer a wide degree of customization. You can [set up your Giving Circle](#) to support a type of adoption you and your network care about. Giving Circles are easily shared across a wide variety of social media platforms, including Facebook, LinkedIn, Twitter and Instagram. Here are the basics of how to run a successful Giving Circle:

- **Request an adoption story that resonates with your audience (siblings, older child, particular country, etc)**
- **Share the Giving Circle page via social media and email**
- **Follow-up with direct asks to friends, relatives and associates**
- **Thank your donors publicly on social media**
- **Let your donors know the impact they made by sharing consistent updates**

Running a Traditional Letter Campaign

Highly Personalized and Deeply Impactful Giving

When hosting a traditional letter campaign, you write and mail physical letters asking your friends, relatives and associates to make a donation. Gift of Adoption will supply letterhead and envelopes for your appeal. Here are a few tips to ensure you reach your goal with a personal appeals campaign:

- **Select a story that will resonate with your network (siblings, older child, particular country, etc)**
- **Personalize each piece of correspondence**
- **Send a follow-up letter to associates who do not give after receiving the first round, letting them know of your progress.**
- **Send a final follow-up letter detailing the impact of your campaign to everyone on your initial mailing list**