

Gift of Adoption

How Peer-to-Peer Fundraising Toolkit for Chapter Board Members

This guide starts with suggestions to help you recruit your own fundraising help by gift of adoption and other means. It also provides helpful suggestions to engage your personal and professional networks in support of the chapter.

For more by chapter leaders on setting up your fundraising campaign, visit [this link](#).

I) The Big Idea (Your Role)

As a chapter board member, you're a critical ambassador for the club. Focus on how to get fundraising ideas from people outside your network—friends, family, colleagues, and community—by sharing why you care and making the message

you're responsible for a fundraising goal. Your impact comes from

- 1. Your personal connection to the mission
- 2. Your credibility as a local leader
- 3. Being open, genuine and knowledgeable

II) Your 30-Second Story

Why I care + **What I'll do** + **Why that does** + **Checklist**

Example: "I care so I've prepared a list of 100 of my contacts who I believe are likely to support the current charity effort. I'll do whatever it takes to persuade individual contacts to make a donation or make a donation to me. I'm asking if you could help me with this effort?"

For more stories, visit [this link](#) for articles from chapter leaders on ways to pitch.

III) Make It Real (Simple & Specific)

Be clear about what you're asking for and by when.

- 1. **Amount:** 100, 500, or any amount meaningful to you?
- 2. **Action:** Do you want them to donate?