

Gift of Adoption

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

This quick-start toolkit supports individual, year-round peer-to-peer fundraising led by Gift of Adoption chapter board members. It's designed to help you confidently engage your personal and professional networks in support of the mission.

For a step-by-step tutorial on setting up your Giving Circle campaign, [click here](#).

1) The Big Idea (Your Role)

As a chapter board member, you're a trusted ambassador for Gift of Adoption. Peer-to-peer fundraising allows you to activate your network—friends, family, colleagues, and community—by sharing why you care and inviting them to give.

You're not expected to be a fundraising expert. Your impact comes from:

- Your personal connection to the mission
- Your credibility as a board leader
- Making clear, genuine invitations to give

2) Your 30-Second Story

Why I care • What Gift of Adoption does • Clear ask

Example: "I serve on the [chapter] board of Gift of Adoption because I believe every child deserves the love and stability of family. Gift of Adoption provides grants that help cover adoption costs so families can move forward. I'm raising \$____ this week — would you consider a gift to help make adoption possible?"

Tip: Keep it human, not perfect. One sentence from the heart beats a paragraph of polish.

3) Make the Ask Simple & Specific

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

- **Amount:** "\$25, \$50, or any amount meaningful to you"
- **Action:** "Donate / Share / Comment"