

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”

- **Deadline:** “By [date] to help us reach our goal”


People appreciate direction—it makes saying yes easier.

4) Plug-and-Play Outreach Scripts

Social Media (General)

I’m proud to serve on the [chapter] board of @giftofadoption/@[chapter Instagram]. Together, we’re helping families overcome financial barriers to adoption so more children can find permanent, loving homes. I’m raising \$___ — join me or donate here: [link]

Instagram / Facebook (More Personal)

This cause is close to my heart. I’m fundraising with Gift of Adoption because every child deserves the security of family — and cost shouldn’t stand in the way. If you’re able, please consider donating or sharing. Every gift makes a difference.  [link]


LinkedIn (Professional)

I’m participating in a Giving Circle fundraiser for Gift of Adoption, an organization that provides grants to complete the adoptions children in vulnerable circumstances — giving them permanent families and a chance to thrive. I’m honored to support their mission and invite my network to join me: [link]

Text Message

Hi! I’m fundraising with Gift of Adoption through a Giving Circle I’m part of. Even a small gift helps families adopt. Would you consider supporting my page? Here’s the link: [link]

5) Follow-Up

48–72 hours later: > Just a quick thank you to everyone who’s supported my Gift of Adoption fundraiser so far. If you’ve been meaning to give, there’s still time—and I’m so grateful for the support.  [link]

6) Say Thank You (Always)

Thank donors publicly when appropriate and privately when possible.

Quick thank-you note: Thank you so much for supporting my Gift of Adoption fundraiser. Your generosity helps bring families together, and it truly means a lot to me.

7) FAQs You Might Get

Where does my donation go?

Directly toward adoption grants that help families cover the costs of adopting a child.

Is my gift tax-deductible?

Yes: Gift of Adoption is a 501(c)(3).

Does a small gift really help?

Absolutely. Many small gifts add up to life-changing impact.

8) Your Mini Fundraising Plan

- Who will I ask? (5–10 people)
- Where will I post? (1–2 platforms)
- When will I follow up?
- What's my personal goal?

Write it down → share once → follow up once → say thank you.

9) Remember This

As a board member, your voice carries weight, and your authentic outreach makes a real difference. You're not asking for money; you're opening the door for others to support a mission you stand behind.

Thank you for your leadership and for fundraising on behalf of Gift of Adoption. Your advocacy helps make adoption possible, all year long.