

Gift of Adoption FUND

Annual Chapter Planning Quick 5



What is Annual Chapter Planning?

By January 31, each chapter solidifies their annual chapter plan of fundraising activities and determines the timing of when GOA can expect to receive funds from these activities so GOA can plan expenses around adoption grants.

While this step is ultimately completed by Chapter Presidents and Chapter Network Officer the entire board can support brainstorming and should align on their chapter's plans for the year.

Strategies to Build a Chapter Plan

There are two main strategies that chapters often consider when planning the year ahead:

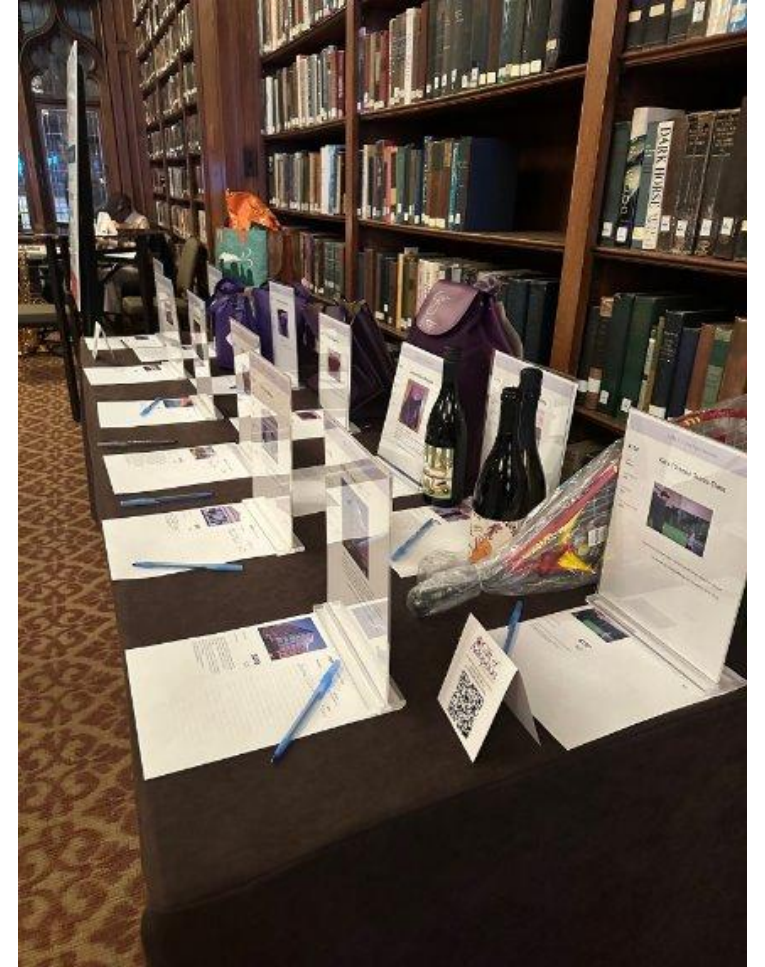
- **Amplify Existing Activities:** Build on familiar activities, using past successes and lessons learned to identify new opportunities.
- **New Revenue Generating Activities:** Encourage chapters to explore new revenue-generating ideas each year to diversify income.



Amplify Existing Activities

Revenue amplifiers could include:

- **Events:** Add one new sponsor, host an auction or raffle, invite 10 new guests, and cut unnecessary expenses.
- **Individual Giving:** Assign a board member to re-engage each 2025 donor who they have a relationship with. Retaining donors boosts revenue. If there's a donor that no one knows – reach out to chapter support for help.
- **Foundations:** Assign a team member to research foundation grants.
- **Start Early:** Begin with a clear plan, defined responsibilities, and early execution.



New Revenue Generating Activities

New revenue Generating Activities could Include:

- **National Foster Care Month (May)/National Adoption Month (November) Giving Circles:** Work together as a chapter with a goal to fund one adoption grant by creating a personal fundraising page and asking people in your network to make a gift.
- **Cause Marketing Activity:** Partnering with local business or national businesses like Kendra Scott for special give-back days/nights.
- **Virtual Auction:** Think about a vacation home, sports ticket package, and/or another high value item that you believe people would want to bid on virtually and GOA can support an online auction for your chapter.
- **New Event:** If your chapter has capacity consider a new event that your boards collective network may want to attend, whether it is a golf, gala, trivia, etc. *(note most markets can support 1-2 signature events)*

Annual Chapter Planning

You make the chapter plans a success so thank you for time and energy in support of the children we serve!



Photo: Sofia, adopted from the USA in 2025 by Cassandra and Scott

Chapter Plan Updates

Thank you for your leadership/efforts around building your
2026 Chapter Plans!

Interested in learning more about how to amplify existing
activities and/or generating new revenue reach out to us at
ChapterSupport@giftofadoption.org

Thank you!