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**GIVING TUESDAY PEER-TO-PEER FUNDRAISING TOOLKIT**

From all of us at Gabriel’s Angels, thank you so much for joining our **Giving Tuesday** peer-fundraising team. Your effort has already made a giant impact on our organization, and we are forever grateful to you for working to expand our mission to **help vulnerable children through the life-changing power of Pet Therapy**. Thank you for introducing Gabriel’s Angels to your network of friends, family and co-workers!

**GETTING STARTED**

**Name your goal:**

One thing we know for sure, donors like to reach goals. Whether it’s $100 or $10,000 - name your personal fundraising goal. Then, be loud and proud about it the entire way through.

My personal fundraising goal is: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What is your story?**

Storytelling is the most effective way to communicate to donors. They want to hear why you are connected to Gabriel’s Angels! Here are some prompts to help you think through why you care about Gabriel’s Angels so much:

* How did you first get introduced to Gabriel’s Angels?
* What specifically made you want to get involved?
* What makes Gabriel’s Angels different from other organizations?
* What is one memory of Gabriel’s Angels that really touched your heart?
* In one word, what does Gabriel’s Angels mean to you?

**Don’t be shy:**

Did you know that on average it can take 18 months for a person newly introduced to an organization to make their first donation? That time frame gets sliced down to nearly zero when it is introduced by a friend or family member.

Additionally, they say it takes anywhere from 8-20 times to see something for someone to take action. That means - the more you share - the better!

Think through your network of friends, family and co-workers you can ask to give to your personal fundraising goal to support Gabriel’s Angels.

**TO MAKE ASKING EASY**

**Here are some key talking points:**

* Gabriel’s Angels was founded in 2000
* Gabriel’s Angels is helping 1,900 vulnerable children through Pet Therapy. Our end of year goal is to raise $146,000 to help 400 more children. That’s $365 per child and only $1 a day.
* There are many ways to get involved with Gabriel’s Angels. One way is to make your Qualifying Charitable Organization Tax Credit Gift to Gabriel’s Angels for a dollar-for-dollar tax credit. That’s $400 per individual or $800 married filing jointly.
* Gabriel’s Angels is one of the very few organizations in Arizona that provides FREE pet therapy services to vulnerable children.
* You can help support vulnerable children in your own community through the power of Pet Therapy.

**Images are uploaded as jpgs on the same webpage as this document and pasted here:**

A picture containing text, dog, mammal

Description automatically generatedA picture containing text, person

Description automatically generated

* Images can be used in email
* Images can be used in social posts
* Images can be printed and included in a physical mailer

**Here is some sample email copy you are free to use:**

Subject line: Why I love Gabriel’s Angels

Hi (first name),

A few months/years ago, I had the luck of being introduced to Gabriel’s Angels. Immediately, I was drawn to this organization’s effort and gusto in the community.

I have become more involved with Gabriel’s Angels after learning about the impact that they have because I am on a mission to help vulnerable children feel confident, supported and establish a strong foundation for life through Pet Therapy. As someone who has personally benefited from the gifts that pets have to offer, I feel strongly that the work that we are doing is life-changing and powerful.

Sadly, many children do not have a pet to experience the healing that comes from them, which is why I'm a champion for Gabriel’s Angels. They are currently working to raise $146,000 to reach 400 more vulnerable children by the end of 2022. I have a personal goal of raising $XXX (hyperlink to your Facebook or Instagram fundraising page) - **the cost to help one child in a year is $365, that’s only $1 a day.**

As you might know - I don’t ask on behalf of organizations all of the time - **this one is special**. Not only because of the children they serve, but because (insert why you love the organization).

Would you support me in supporting Gabriel’s Angels reach 400 more deserving children? $5, $10, $100...whatever you are called to give will make a big difference.

I'm putting my money where my mouth is too - I’ll match the first $XX in donations that come in

With so much love and gratitude,

(insert your name)

PS: Thank you for being such a great friend - I can't wait to see you in person someday soon (hopefully!)

**How to set up a Facebook Fundraiser**

Go to Facebook - on the left side you will see a bunch of categories like “Friends, Groups, Marketplace” etc. Click on the “See More” arrow and scroll down to Fundraisers. Click on Fundraisers and then click on “Raise Money for a Nonprofit, Select Nonprofit” - then type in the search bar “Gabriel’s Angels” and it should pop up, select that. Then fill out your goal, type your “why” and select a photo of your choice (see photo options on this same webpage). Then “create fundraiser” and you can share the post with your friends or include the link in the email template above and share via email.

If you have any questions, please contact Tina Lopez, CFRE - Chief Development Officer - [tlopez@gabrielsangels.org](mailto:tlopez@gabrielsangels.org) 602-266-0875 x. 11