



*fundraising*  
**TOOLKIT**

# YOUR FUNDRAISING TOOLKIT

This ADEC fundraising toolkit is a resource for our supporters who are passionate about what we do and want to help raise funds and awareness of our work in the community. It provides easy to use components such as an event overview, ADEC contact information, quick facts about ADEC, sample “thank you” notes, and more! It is our way of making sure you are prepared and confident in your ability to make a difference for your neighbors, families, and friends with disabilities. On behalf of all of us at ADEC, thank you for your commitment to our mission and work in your community!

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## SUPPORT CONTACTS

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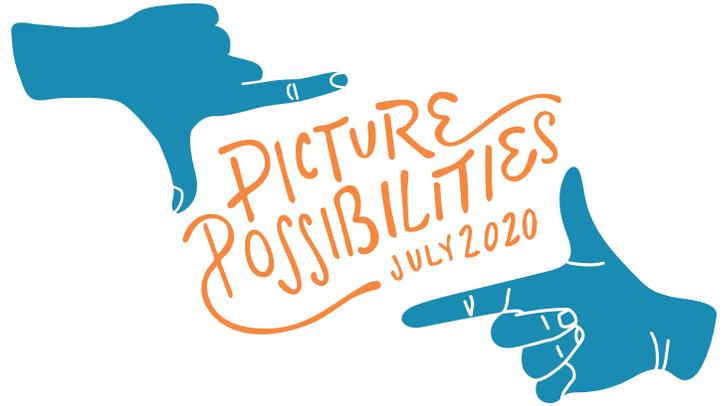
### **ADEC**

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# EVENT OVERVIEW

## WHAT

ADEC's virtual event **Picture Possibilities** is a month-long fundraiser and celebration of possibilities for people with disabilities. Participate in any or all of the weekly challenges, share your completed challenge on your favorite social media platform, and celebrate possibilities by supporting ADEC's vital services for people with disabilities.



**CHALLENGE. SHARE. CELEBRATE.**

## WHEN

Sunday, June 28th through Friday, July 31st. The event will include a special concluding ceremony on July 30th in honor of the Americans with Disabilities Act, which is celebrating its 30th anniversary in July. This will be the final day to meet your fundraising goals!

## WHY

July holds a very special day of celebration. On July 26th our country celebrates the 30th anniversary of the signing of the Americans with Disabilities Act. This Act and its revisions have made it so that our friends with disabilities have access to informed choices and greater possibilities in their lives. That is something to celebrate! That's why ADEC will be hosting a virtual event, **Picture Possibilities**, which will invite all our friends and families to join in weekly challenges, shared accomplishments, and celebrated possibilities!

This is an opportunity for us to celebrate possibilities while supporting our neighbors with disabilities so that they can overcome challenges and share in these possibilities. All **Picture Possibilities** fundraisers will support ADEC's underfunded but vital programs like guardianship, family services, transportation, and job skills training.

## PRESENTING SPONSORS



**THOR**  
Go Everywhere. Stay Anywhere.™



# EVENT CHALLENGES



## WEEK 1: JUNE 28-JULY 4

### ACTIVE CHALLENGE

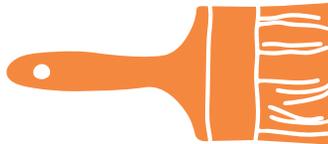
Do something active, share on social media and challenge a friend to participate in #PicturePossibilities



## WEEK 2: JULY 5-11

### THANK A HERO CHALLENGE

Thank a hero, share a photo of your hero on social media, and challenge a friend to participate in #PicturePossibilities



## WEEK 3: JULY 12-18

### ART CHALLENGE

Make a piece of art, share your creation on social media and challenge a friend to participate in #PicturePossibilities



## WEEK 4: JULY 19-25

### BAKING CHALLENGE

Whip up a treat in the kitchen, share on social media, and challenge a friend to participate in #PicturePossibilities



@ADECservices



@ADEC1952



@adecinc.1952



# HOW TO START YOUR FUNDRAISER

## CREATE A FUNDRAISING PAGE

1

- Go to **ADECINC.COM/PICTURE**
- Click on the “Fundraise for ADEC” button
- Follow the link to ADEC’s Picture Possibilities campaign page on justgiving.com
- Click the orange button that says, “start fundraising.”
- Follow the steps to customize your page or use ADEC’s default descriptions to get your fundraising page going!

## BUILD A CONTACT LIST

2

- These can be family, friends, coworkers, or other people you know
- Choose the best way to contact them. This can be by phone, email, in person, social media, etc.
- Check out our sample fundraising requests for ideas on what to say when asking for support
- Connect with your network and ask them to help meet your fundraising goal!

## COMPLETE A CHALLENGE

3

- Participate in ADEC’s weekly **Picture Possibilities** challenges
- Share a photo or video of your challenge on social media using #PicturePossibilities
- Remember that in order for others to share your post on Facebook, your post has to be public
- Nominate your friends to also complete the challenge in your post. Inspire and invite them to participate and donate to your fundraiser

## MAKE A DIFFERENCE

4

Have fun and be confident knowing that you are making a difference in the lives of your family and friends with disabilities!

# FUNDRAISING TIPS

## OWN YOUR STORY

The most effective story is your own. Your family and friends care about what you are passionate about, so share why you believe in ADEC and what ADEC means to you. Use your personal experiences and tell your story!

## ASK DIRECTLY AND PERSONALLY

Make direct asks from your friends and contacts. While general posts about your fundraiser will help spread the word, the most effective way to raise funds is to make the ask personal. Write a letter, make a phone call, or send a direct message to your friends. Don't be afraid to follow up: with busy schedules and full inboxes, it is it easy for people to miss your first outreach. If you would like help with this, make sure to contact our team at ADEC. We would love to help support you in your fundraising efforts!

## BE CONFIDENT

Be confident in your ask! You are supporting an important need in your community. You are giving people the opportunity to give their own friends and families with disabilities more choices and possibilities. Start with close family and friends first to build momentum for your fundraiser, then move to your broader friend network.

## BUILD A TEAM

Find other people to join up with you and set a goal together. Encourage your office to join you or get a group of friends who are passionate about ADEC too and fundraise together. It's always easier to hit your goal when you have friends to help you!

## SAY THANK YOU

Be sure to thank everyone who gives to your fundraiser. If you are having trouble coming up with language for a thank you, check out the sample "thank you" notes on pages 8-9.

# ADEC QUICK FACTS

- ADEC began in 1952 when a group of families decided that they wanted more for their children with disabilities than a life in an institution.
- ADEC now stands for “A life of their own, with Dignity, Employment, and Community.”
- In a standard year, ADEC serves over 1,300 individuals.
- ADEC has five day services located in Bristol, Elkhart, Goshen, Mishawaka, and Middlebury.
- ADEC’s transportation services travel a combined 600,000 miles a year.
- ADEC is the court appointed guardian of nearly 60 individuals.
- ADEC works around the clock by providing 24/7 support in residential spaces so that individuals receive the essential care that they need.
- Many of ADEC’s programs such as guardianship, transportation, family services and others are underfunded or not supported by the Medicaid waiver. This means that these programs rely on the support of people like you to continue as possibilities for the people ADEC serves.
- ADEC believes everyone has a right to informed choices and access to possibilities. That’s why it’s in our mission statement!

## OUR MISSION STATEMENT

**ADEC proudly advocates for and serves people with intellectual and developmental disabilities so they can live lives full of informed choice and possibility.**

# SAMPLE FUNDRAISING REQUESTS

## EMAIL

Dear [name],

I want to let you know about a cause I'm passionate about and that means a lot to me. ADEC is an organization that serves individuals with intellectual and developmental disabilities. The month of July is its Picture Possibilities event which promotes rights and possibilities for people with disabilities and raises money to support critical programs in our community. It would mean the world to me if you would consider giving to my fundraiser to support ADEC's programs and our neighbors with disabilities.

Here is the link to my fundraising page [use link to JustGiving or Facebook fundraiser].

Sincerely,  
[Your name]

## PHONE

Hi [name],

This is [your name] and I'm calling you because I'm supporting ADEC in its month-long Picture Possibilities virtual event. This event promotes awareness for disability rights and fundraises for critical programs in our community. I need your help in reaching my fundraising goal to make sure that these programs can continue. Would you be able to donate [make a specific dollar ask] to make sure our neighbors with intellectual and developmental disabilities continue to receive these services?

You can give to my Facebook or JustGiving fundraiser, or you can mail me a check made out to ADEC.

Thank you so much for your support!

## FACEBOOK MESSAGE

Hi [name],

I want to let know about a cause that means a lot to me. ADEC is an organization that serves individuals with intellectual and developmental disabilities. The month of July is its virtual event, Picture Possibilities, which promotes rights and opportunities for people with disabilities and raises money to support critical programs in our community. It would mean the world to me if you would consider giving to my fundraiser to support ADEC's programs and our neighbors with disabilities.

Here is the link to my fundraising page [use link to JustGiving or Facebook fundraiser].

## SAMPLE THANK YOU NOTES

### SAMPLE ONE

Dear [donor name here],

Thank you for supporting my ADEC fundraiser— a cause that I am passionate about. Because of your generosity, individuals with disabilities will have access to programs like guardianship, life skills training, transportation, and other important resources. We couldn't do this without you!

With gratitude,  
[Your name]

## SAMPLE TWO

Hello [donor name here],

Thank you for giving to a cause I care about! ADEC serves some of the most vulnerable in our community. It is because of your generosity that ADEC is able to provide programs to the people it serves and ensure the same possibilities that we often take for granted. Your support truly makes a difference.

Thank you!  
[Your name]

## SAMPLE THREE

[Donor name here],

Wow, thank you for donating to my fundraiser for ADEC! When you give to ADEC's Picture Possibilities fundraiser, you are continuing the movement to ensure that our community members with disabilities have the same rights and possibilities as all other Americans. Thank you for your support!

Sincerely,  
[Your name]

## SAMPLE FOUR

Sample 4:

Hi [donor name here],

Thank you so much for giving to my fundraiser for ADEC programs. Your support means that our neighbors with intellectual and developmental disabilities can experience more choices and greater possibilities in their lives. What a wonderful gift!

Sincerely,  
[Your name]



*Thank*  
**YOU!**

We have so much gratitude for you choosing to participate and for your dedication to providing more choices and possibilities to individuals with disabilities. You are a valuable member of our ADEC community! We are here to support you if you have any questions moving forward.