

**FUNDRAISING  
TOOLKIT**



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# YOUR TOOLKIT



Welcome and thank you for your support of ADEC! Our fundraising toolkit will serve as a resource for you as you share your passion, about what we do for our neighbors living with an IDD. As a supporter, you will help raise funds and bring awareness about the programming we offer to our community. This toolkit will provide 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!

## SUPPORT CONTACTS

MONDAY - FRIDAY  
8:00AM - 4:30PM

Please reach out to us if you have questions or need assistance.



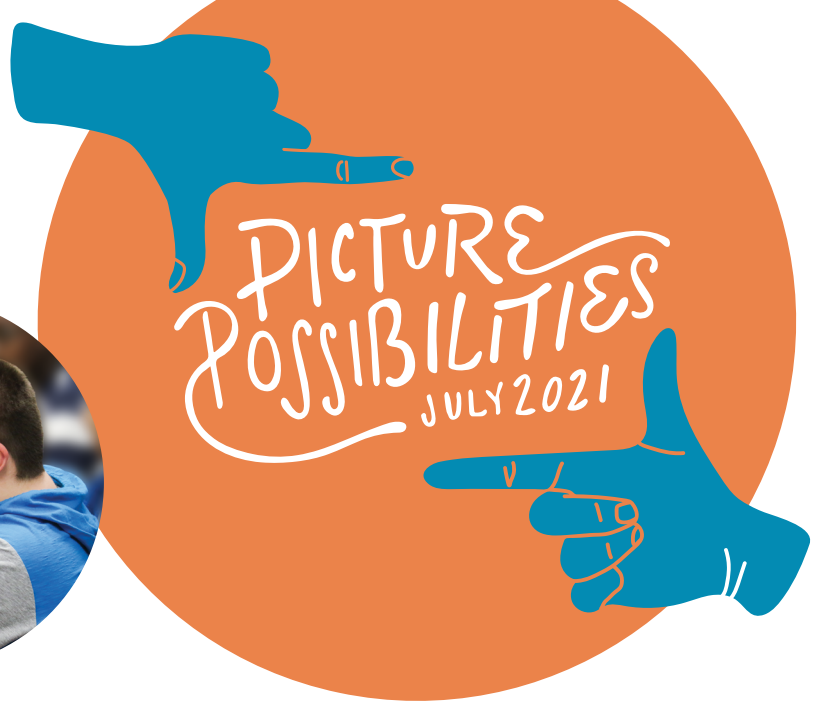
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## CHALLENGE. SHARE. GIVE.

Picture Possibilities, ADEC's annual fundraiser, invites you to participate in exciting social media challenges, tag your friends, and encourage donations to underfunded programs.

Check the boxes as you complete each challenge!



**WEEK 1: JULY 5-10**  
ACTIVE CHALLENGE



**WEEK 2: JULY 11-17**  
ARTS CHALLENGE



**WEEK 3: JULY 18-24**  
FUNNY CHALLENGE



**WEEK 4: JULY 25-30**  
STYLE CHALLENGE  
Monday | Fashion Disaster  
Tuesday | Team Day  
Wednesday | Decade Day  
Thursday | Hollywood Day  
Friday | ADEC Blue and Orange Day



**FINAL CELEBRATION** with ADEC & FROGGY 102.7 July 30 | Details to come on social media!



# WE CHALLENGE YOU

## WHAT YOU DO

Watch ADEC's challenge video on social media (released at the beginning of each week in July)

Take a photo or video completing the challenge of the week.

Post your photo/video on social media with #PicturePossibilities.

Encourage others to participate by nominating them to take the challenge in your post.

Invite your social media community to support Picture Possibilities by donating to your fundraiser!

## ACTIVE

**Show us what you can do!**



Shoot baskets. Ride a bike. Dance. Play cornhole. Try yoga. Jump rope. Touch your nose with your tongue. Rub your belly while you pat your head. Do anything active!

## ARTS

**There are few things ADEC clients enjoy more than art!**



Whether you are a painter, actor, singer, sculptor, baker, jewelry maker, woodworker or whatever, make some art and show it off!

## FUNNY

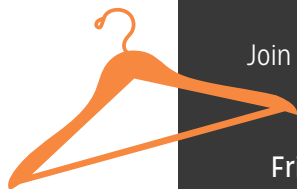
**We love to laugh!**



Make us laugh out loud with your harmless prank. Bring a smile with a family friendly joke. Tell an embarrassing (but appropriate!) story. Do anything funny to share a laugh!

## STYLE

**Break out the mismatched socks!**



Join us in the daily style challenge.

**Monday** | Fashion Disaster • **Tuesday** | Team Day

**Wednesday** | Decade Day • **Thursday** | Hollywood Day

**Friday** | ADEC Blue and Orange Day



# HOW TO FUNDRAISE

## 1. START A FUNDRAISER

Go to [JustGiving](#). Click the orange “Start Fundraising” button and follow the steps to customize your page or use ADEC’s default descriptions to get your fundraising page going!

## 2. BUILD A CONTACT LIST

Your contact list can be family, friends, coworkers, or other people you know. Choose the best way to contact them. This can be done by phone, email, in person, on social media, etc. Check out our sample fundraising requests on page 8 for some ideas on how to connect with your network to reach your fundraising goal.

## 3. COMPLETE A CHALLENGE

Participate in ADEC’s weekly challenges to promote your fundraiser. Share your photo/video of your challenge on social media with #PicturePossibilities. Nominate your friends to take on the challenges with you. Inspire them and invite them to donate to your fundraiser. Remember that in order for others to share your post on Facebook, your post has to be set to public.

## 4. MAKE A DIFFERENCE

Have fun and be confident knowing that you are making a difference in the lives of your family and friends with intellectual and developmental disabilities! Donations to our underfunded programs provide more opportunities to individuals at ADEC so that they can live a meaningful life of their own.



## 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.

### **ASK DIRECTLY AND PERSONALLY**

Make direct asks to 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 that ask personal. Write a letter, make a phone call, or send a direct message to your friends. Do not 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 your in your fundraising efforts!

### **BE CONFIDENT**

Be confident in your ask! You are supporting an important need in our 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, then move to your broader friend network.

### **BUILD A TEAM**

Find other people to join you and set a goal together. Encourage your office to join or a group of friends who are passionate about ADEC and fundraise together. It is 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 the words for a “thank you” note, check out pages 9.

# THINK OUTSIDE THE BOX



## GET CREATIVE WITH YOUR OWN IDEAS!

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 resources in our communities.

## ACTIVE

Get pledges for how many 3 pointers you can make in 5 minutes. Raise donations for a bike ride. Do a pushup for every dollar donated.

## ARTS

Whether your art is baking, drawing, or mowing perfect lines, livestream yourself completing your art and ask for donations to add more to it. Let your donors offer ideas or challenges to you as you work!

## FUNNY

Post a video of you doing something funny and ask for a \$5 donation if you made your friends laugh.

## STYLE

Offer to dye your hair if you reach your goal (let your donors help choose the color!); coordinate with your office or workplace to have a "jean day" and anyone who participates donates \$5 to your fundraiser.





# FUNDRAISING MILESTONES

## \$100 | PICTURE POSSIBILITIES T-SHIRT

Sponsor Yourself .....	\$10
Ask 5 family members to give \$15 each.....	\$75
Ask 5 friends to give \$15 each.....	\$75
TOTAL: \$100+	

## \$250 | SHOUT OUT ON FROGGY 102.7

Sponsor Yourself .....	\$20
Ask 10 friends to give \$10 each.....	\$100
Ask 5 family members to give \$15 each.....	\$75
Ask 5 coworkers to give \$15 each.....	\$75
TOTAL: \$250+	



## \$500 | A YEAR OF GAINING GROUNDS COFFEE

(One free cup of coffee per day, excludes specialty drinks) Use a team! Recruit 5 friends to send out an email or direct message to 25 people asking for \$25 to support people with disabilities. Even if only 25% of the respondents give to your fundraiser, you will have raised more than your \$500 goal!

## \$1000 | CUSTOM ARTWORK BY ADEC ARTIST

Weekly challenges can be used to promote your fundraiser! Use a pledge form to request \$1 for every mile you run during the month, post a video of you doing something funny and ask for a donation if you made your friends laugh, or create pieces of art to give to donors who give over certain amounts. There are endless possibilities! Don't forget to share your fundraising link on all of your requests for support!

# 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!

## DIRECT MESSAGE ON SOCIAL MEDIA

Hi [name]! I want to let know about a cause that means a lot to me. ADEC is an organization that serve 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 YOUS



## 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

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]

# QUICK FACTS



## OUR MISSION

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

- 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 stands for “A life of their own, with Dignity, Employment, and Community.”

- In a standard year, ADEC serves over 1,300 individuals.

- ADEC facilitates meaningful days including vocational training and activities at 5 day service programs and the Hub 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.

# THANK YOU!

Thank you for choosing to be a fundraiser for ADEC programming! We deeply appreciate your dedication to providing more choices and possibilities to individuals with disabilities. You are a valuable member of our ADEC community and we are here to support you if you have any questions moving forward.