

Ride the growing DAF wave!

Start spreading the word and sharing the benefits of online DAF donations

Chariot

BOOST MY SCHOOL

- 1 Receive **2x as many gifts** when you let donors know about the DAF payment option
- 2 DAF gifts are **24x as large** as credit card gifts
- 3 Including DAF language in your comms is low effort and can have a **6x ROI**

Click the links below for **ready to copy templates** that you can use to solicit Donor Advised Fund gifts everywhere you fundraise

E-mail

- Email templates [\[link\]](#)
- Newsletter callout [\[link\]](#)
- Email footers [\[link\]](#)

Live

- P2P / classroom event / campaigns / run a [Giving Day](#) to boost DAF gifts by 20%
- Event Announcements

NEW! Did you know you can now donate directly to [\[school\]](#) with your Donor Advised Fund in just 3 clicks, saving us time and avoiding lost checks and mailing delays? Try it out for yourself [<here>](#) with a small gift today and let us know what you think!

Offline

- Mailers/Classroom/Event handouts [\[link\]](#)
- Printed newsletters [\[link\]](#)
- Personal snail mail

Online

- Website banner [\[link\]](#)
- Social media

Example: "If you have a Donor Advised Fund, you can now donate directly on our website in 15 seconds with 3 clicks. This innovation helps avoid lost checks, mailing delays, or gifts accidentally being submitted to the wrong organization or campaign. We'd love for you to test it out and let us know what you think."