

RAISE MONEY

FOR AIBL & YOUR CHAPTER



We call this **Diversify Your Donation**.
Keep 50% of what you fundraise!
Here's how it works:

1

IDENTIFY FUNDERS

Make a list of **donor prospects** who you plan to ask for money.

2

MARKETING MATERIALS

Submit to receive a custom **digital graphic** and **printed flyer** in your school colors and unique Chapter logo at aibl.org/chapterhub.

3

PREPARE THE ASK

Review the “donation request tips” and “donation request letter” provided by AIBL to help you **craft the perfect asking message**.

4

MAKE THE ASK

Using your funder list from step one, start asking for donations through AIBL's secure portal at aibl.org/donate.

5

RECEIVE MONEY

Once a donation is received, AIBL finance will **mail your Chapter a check for 50%** of the submitted donation.

6

WIN AN AWARD

Chapter who **raises the most money** will be celebrated and announced on stage at AIBL's National Conference.





HOW TO ASK FOR MONEY

DONATION REQUEST TIPS

DATA & STATISTICS

CONNECT DOLLARS TO DATA

Example: Because of financial support from organizations like you, 93% of AIBL internship participants received full-time job offers from the company they interned with.

TELL A STORY

USE IMAGERY AND COMPELLING STORYTELLING

Example: Jenny attributes her AIBL Chapter as the main reason she was able to graduate from college. She states, "being a part of an AIBL gave me an instant family away from home. I had support from advisors, fellow Indigenous peers, and access to mentors and leadership programs that helped guide me as a young professional."

IMPACT DRIVEN

SHARE REAL RESULTS

Example: After participating in AIBL's Mentoring Program, Michael gained new leadership and interview skills that helped him secure a full-time job after graduation.

DONOR FOCUSED

REMIND DONORS THEY HAVE THE POWER TO CHANGE LIVES

Example: A \$15,000 donation from your company allows three students to attend a two-day development retreat where they learn and practice 30 leadership skills and concepts.

CALL TO ACTION

FRAME YOUR ASK INTO DONOR ACTION

Example: Our Chapter is seeking \$10,000 to cover hotel, airfare, and food costs so five students can present our Indigenous Cafe's business plan to a panel of live judges at AIB's National Conference Business Plan Competition. You can donate today through AIBL at aibl.org/donate.

