



FAM Fundraising Toolkit: Be a *FAM Champion*

Midwives,

As FAM supporters, you know the importance of our work to advancing midwifery in North America. You can further FAM's mission by sharing information with your clients, many of whom would be interested in making a positive impact that will help others have the incredibly special care they received with you.

By connecting clients, grandparents, and others to FAM, you will expand the reach of our fundraising which will have a major impact on FAM's sustainability and capacity to fund the future of midwifery.

Thank you for being a part of FAM!

In gratitude,

The FAM Board

How to connect your clients with FAM:

Go to formidwifery.org/champion for all the latest links & downloads.



1. Share the FAM postcard in your client packet
 - Electronic card: download at formidwifery.org/champion
 - Or e-mail info@formidwifery.org and request a packet of 25-50 cards to be mailed to you for your client packet or to distribute at your office or birth center
2. Invite your clients to join FAM's e-mail list
 - Refer clients to formidwifery.org/email to sign up for e-mails from FAM
 - Or, if they have given you permission, enter their e-mail addresses into our form available at formidwifery.org/champion
3. Install the "FAM Button" on your web site (details at formidwifery.org/champion)
4. Let grateful clients know that they can support midwifery by donating to FAM in your name. (Share formidwifery.org/donate or pass along one of our referral cards.)

What clients are saying:

"Thank you for the work you do. I had the help of midwives in birthing all 3 of my children and my 3rd was a homebirth!"

"If you ever meet [our midwife], even once, you believe in her dream. Because women need midwives to know they have the strength to birth their babies and to know that they are supported."

E-mail us at info@formidwifery.org and let us know you have joined our team of *FAM Champions* who are spreading the word about FAM! Please send us a note and tell us which actions you have taken, and give us feedback on how it's working and what we can do to improve this toolkit. We will be happy to let you know when a client donates in your name.