

## 2021 Annual Appeal Key Talking Points for Chapter Leaders

1. During our annual appeal, we ask all members to make one special, year-end gift in addition to their monthly chapter contributions.
2. Together Women Rise funds all our grants, partnerships, learning, and community building programs through your monthly chapter donations **AND** your annual appeal donations.
3. Monthly chapter donations alone are not enough to fund our work and ensure Together Women Rise is a high-impact, sustainable organization.
4. **ALL** donations (i.e. monthly chapter donations, annual appeal donations) are combined and used to:
  - Fully fund our Featured and Sustained Grants and our Partnerships
  - Conduct rigorous screening, vetting and monitoring of our grantees
  - Provide excellent learning materials and engagement opportunities for our members
  - Support new and existing chapters across the U.S.
  - Recruit and retain a highly competent and experienced staff.
5. Our 2021 annual appeal raises funds **for the current year's expenses**.
6. Due to COVID-19, Together Women Rise has experienced a significant reduction in monthly chapter donations. And women and girls around the world are suffering more due to COVID-19. Your annual appeal gift is more important than ever!

### Instructions for Your Chapter's Annual Appeal Donations

- Be an example to your chapter: support the annual appeal with your own donation, and then encourage your chapter members to contribute.
- If your chapter is meeting virtually, your members can contribute to the annual appeal:
  - By credit card online at [www.togetherwomenrise.org](http://www.togetherwomenrise.org)
  - By check mailed to Together Women Rise, PO Box 890272, Charlotte, NC, 28289-0272.  
**PLEASE WRITE ANNUAL APPEAL ON THE MEMO LINE OF YOUR CHECK.**
  - By completing the coupon that will be mailed to every member in early November.
- If you have still been collecting donations from your chapter members and sending them in yourself, please keep any annual appeal donations **separate** from regular monthly chapter donations.
- Be sure to write **member ID numbers** and **"Annual Appeal"** on the memo line of any checks.
- Complete the [Annual Appeal Donations Transmittal Form](#) and send it, along with the checks you collect from members, to **our bank processing center in Charlotte, NC** (address provided on the form).
- If you have any questions, please contact your Regional Leader or the Together Women Rise home office at [donations@togetherwomenrise.org](mailto:donations@togetherwomenrise.org), or 864-335-8401.