

## Gift Acknowledgements To Annual Fund "Membership" Donors

Quick acknowledgements shows that the gift is appreciated and that the organization is efficient. That acknowledgement should be in the form of a personalized letter from the campaign chair on his/her business letterhead, that of the organization, or special campaign stationery.

### Sample Acknowledgement Letter

Dear \_\_\_\_\_:

\_\_\_\_\_(solicitor)\_\_\_\_\_ has forwarded your check for \$ \_\_\_\_\_ to our *Benefactors Society* campaign. I want to let you know how deeply we appreciate your generous gift. The money we are raising during this year's campaign will allow the XYZ to attract and to retain the most capable professionals available for us to carry on our mission to make the lives of the troubled children we serve full of good and promise for the future. With your help, that goal will be achieved.

We look forward to your company in the near future as we will be in touch with you regarding the several *Benefactors Society* benefits and privileges we will be pleased to share with you as tokens of our appreciation for your generous support. Thank you.

Sincerely,  
Bob Clarke, Campaign Chair

### How to apply donors' deferred payments to our promise of "Membership" benefits:

- We want to be sensitive and practical when it comes to delaying or withholding the benefits, privileges and recognition promised for contributions when donors' payments are deferred, delayed, reduced, or not made at all for the current year.

By not missing a beat with the giving of the applicable "perks," you'll win high marks from donors whose payments are not in sync with your fiscal year's end or with your schedule of premium dispensing. You really have very little to lose and quite a bit to gain when you do not summarily cut-off someone who has been enjoying the privileges. I'd even give it a year or so before I would cut them off; even then, it's a case-by-case judgment deal. They will appreciate your thoughtfulness.

- Allow the donors to reject the benefits having significant "market-value" impact on their charitable deduction allowances according to IRS regulations.

Additional Suggestions For Appropriate And Selected Inclusion In  
Gift Acknowledgments

1. Indicate that their gift arrived in this morning's mail or as recently as possible.
2. Praise their generosity --- appreciate the regularity of their donations.
3. Show how their gift encourages and raises the morale of the staff or the persons working at your organization's office.
4. Tell them that others are also responding as they have and that their gift, added to the gifts of others, is having a significant and positive impact.
5. Give an example of recent positive and uplifting results of one of your programs.
6. Tell them the story of a person who has benefited from your organization's programs and services.
7. Report on a recent event presented by your organization.
8. Announce an upcoming event ... that is possible because of their generous support.
9. Discuss a societal trend or current event that dramatizes the need for your organization's work and for their continued support.
10. Report on the growth of your membership membership.
11. Suggest they recommend someone else who might be interested in supporting your organization.

Plus Foundation Center links for examples:

--- Gift Acknowledgment Letters

<http://fdncenter.org/onlib/faqs/acknowledge.html>

--- Gift Acceptance Policies

<http://fdncenter.org/onlib/faqs/giftaccept.html>