

Acknowledging Capital Contributions

- Once the paperwork reaches the organization, checks and pledges should be recorded, checks deposited, and acknowledgments sent to donors that day, or at the very latest the next. Held checks too easily become misplaced checks. You want to avoid having any donor call to tell you the check hasn't shown up in their bank statement and have them wondering whether you received it. Quick acknowledgment need be nothing more than a preprinted card or a form letter from the chair of the campaign. However, in this age of the computer, what could be easier than a personalized form letter from the campaign chair on his or her business letterhead, that of the organization, or special campaign stationery?

Dear _____ :

(Solicitor) has forwarded your check for \$ _____ to our campaign headquarters. I want to let you know how deeply we appreciate your generous gift. The money we are raising during this campaign will allow XYZ to refurbish its facilities and offer help to more people in our community than ever before. Thank you for your generosity. With your help we are building a better community.

Sincerely,
Janis Clarke: Campaign Chair

- When a pledge is received and the donor has indicated when he or she will be sending payment, reiterate that information in the acknowledgment letter.

Dear _____ :

(Solicitor) has forwarded your pledge for \$ _____ to our campaign headquarters. I want to let you know how deeply we appreciate your generous gift. The money we are raising during this campaign will allow XYZ to refurbish its facilities and offer help to more people in our community than ever before.

From your pledge card it is our understanding that you will be making payment by (date). Thank you for your generosity. With your help we are building a better community.

Sincerely,
Janis Clarke: Campaign Chair

- If a donor makes no indication of when he or she will be fulfilling a pledge, don't go back and ask. Arbitrarily assign a date two or three months in the future as indicated in the acknowledgment letter.

Dear _____ :

(Solicitor) has forwarded your pledge for \$ _____ to our campaign headquarters. I want to let you know how deeply we appreciate your generous gift. The money we are raising during this campaign will allow XYZ to refurbish its facilities and offer help to more people in our community than ever before.

In order to close our books on the campaign in a timely fashion, we will send you a statement reflecting your pledge and asking for it to be remitted to us in (month) if we have not already received your donation by that time. Thank you for your generosity. With your help we are building a better community.

Sincerely,
Janis Clarke: Campaign Chair